

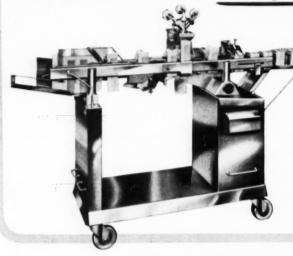
April 1952

In this issue:

Topic Of The Month: Dealer Relations Consumer Trends In Buying Ice Cream Hawthorn-Mellody Launches New Plant Modified Babcock Tests For Butterfat

PLEASE	Owner	Prod. Mgr.	Sla, Mgr.	Adv. Mgr.	Library
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Anderson AUTOMATIC FILLERS... Machines with Multiple Advantages



Cash in with the ANDERSON "175 FAMILY" OF ICE CREAM FILLERS

Model 175, shown, is a Single Line Filler for No. 2 Pint Linerless cartons. It is representative of the other machines in the Anderson "175 Family" as regards appearance and performance.

A Complete Line to Give You Neat Packages at High Production Rates

Packaging your pints, quarts, half-gallons, or Tray-Paks at a reasonable profit margin per unit? If not, it is suggested you investigate the Anderson "175 Family" of Ice Cream Fillers. All machines are similar in design and operation — only production and capacities differ. Machines are self-synchronizing with freezer speed... the carton is the measuring cylinder — no adjustments are necessary. Get the full profit picture on this dependable line. Today!

PINT FILLER

Model 175 Single Line

PINT FILLER

Model 145 Double Line

TRAY-PAKS Model 85

ONE-TENTH GALLONS
Model 95

HALF-GALLON FILLER

Model 55 Single Line

QUART FILLER

Model 185 Single Line

IMPERIAL PINTS

Model 195

Use The Handy Coupon for Quick Information



ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please send Bulletin No. 4-2

Name

Address

Vol. 59, No. 4, April, 1952. ICE CREAM FIELD is published monthly at 3110 Elm Ave., Baltimore 11, Md., by the I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York Office, 19 W. 44th St., New York 36, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, \$2 in the U. S., \$2.50 in Canada, \$4 foreign; single copies 25c in the U. S. and Canada, 35c foreign.

SO EFFICIENT!

Always Maintain

Equal Temperatures

What is more important to your ice cream sales and profits than to have the body and the flavor of your product kept always uniform, always just right? The splendid new Savage Ice Cream Cabinets do exactly that, under all conditions. For Savage cabinets are equipped with refriger-

Attention of the street of the



SVINGE

Designed For You!

- Greatly increased capacity: 10 to 30% more ice cream in bulk containers.
 - Refrigerated partitions between compartments. Not necessary to buy additional accessories at added cost.
 - Modernized exterior design; ends flush (no screws) for easy in-line installation; top and sides super-smooth for quick, effortless cleaning.
 - Glistening white lids of durable plastic eye-catching, appetiteappealing, easy to wipe clean.
 - Extra-strong, all-steel cabinet construction for longer service life.
 No wood to warp or rot. Corners reinforced for added strength.
 - Uniform temperatures throughout cabinet; maintains ice cream (bulk or brick) at equal temperatures.
 - Hermetically sealed, pull-out compressor for economical maintenance.
 - Highly efficient insulation of genuine Fiberglas*. Hermetically sealed construction to prevent infiltration of moisture. Each cabinet factory-tested under pressure to assure permanent air- and moisturetight seal.

Good for ye

SAINGE

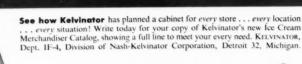
ICE CREAM CABINETS

Look at the <u>name</u>— Look at the <u>size</u>— Look at the <u>price</u>—

Better in 6 big ways to make money for you!

Compare it! Prove to yourself it's today's best buy! Get this Kelvinator Ice Cream Merchandiser now to help boost package goods sales! A proven winner of more impulse sales! It's better in 6 big ways!

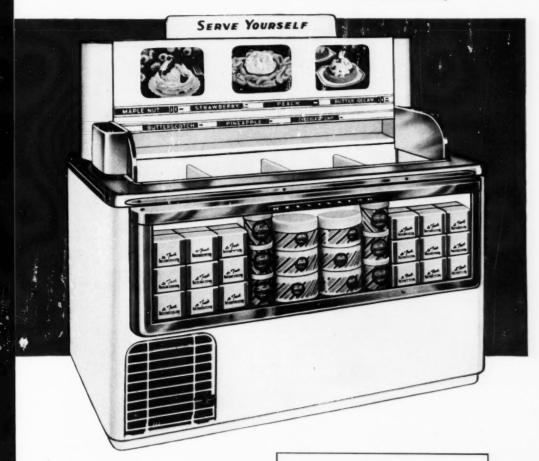
- Lower Initial Cost—all the benefits of glass front cabinets at a new low cost!
- Lower Operating Cost—Cabinet is specially designed, insulated and refrigerated to assure cost-saving operation!
- A Kelvinator exclusive, the showcase front brilliantly displays *your own* ice cream (empty) cartons!
- Mirrored back panel of showcase front gives "see through" illusion of looking directly into the cabinet!
- Clear visibility at all times—No Fogging
 —No Frosting of Glass! Better lighting!
 More orderly display!
- Showcase front is optional . . . order cabinets with or without front . . . or order fronts separately, as accessory!
- Big In Capacity . . . and Sales-Power! Kelvinator Model KM-12 holds approx. 470 pint packages. Length: 54". Width: 30%". Height: 53½". Approx. Shipping Weight: 499 lbs. Put several KM-12's along your routes!



Get more... Get

Kelviseator

Kelvinator 12 cubic foot! \$398 complete!



THE BEST KNOWN NAME ON MODERN ICE CREAM CABINETS ALSO AVAILABLE IN 9 CU.FT.SIZE



FULTON

first



The new Fulton Ice Cream Sandwich Conveyor is designed to speed production in the Ice Cream Sandwich plant. Used with the Anderson Ice Cream Sandwich Extrudér and Bagger it prevents jamming and ganging-up of sandwiches between the bagger and the packer. Adjustable end tray provided to transfer sandwiches to fastfreezing room conveyors.

Stainless steel construction throughout with a conveyor belt that consists of 12 stainless steel spring belts of equal tension, spaced \(\frac{3}{2} \) apart to keep the bags free from any excess ice cream and water. Stand is constructed of zinc-coated square tubing on casters, and is finished with sprayed aluminum. Powered by a 110 volt, 60 cycle A.C. Gear Head, water and splash proof motor. Size: 5'6" x 9"; Weight 140 lbs. Delivered

completely assembled, ready to plug in. Send for complete details today.

A complete factory maintenance and repair service is available on all types of ice Cream Equipment, including the repairing and retinning of old molds of any make. Spare parts carried in stock for all equipment we self.

FULTON ENGINEERING CO.

37-25 Vernon Blvd. • Long Island City 1, N. Y. Ironsides 6-7678 Established 1922



FULTON SINGLE MOLD



FULTON DEFROSTING TANK



FULTON MOLD AND STICK HOLDER RACK



ANDERSON STICK HOLDER



FULTON DOUBLE MOLD

1515 DELMAR BLVD. . ST. LOUIS R.E. Funsten Co. to Ice Cream Sales and Production! MEMO Pecans are in good supply and selling @ more than 10 \$ per pound below past ten year average. No need to substitute. Feature Butter Pecan Ice Cream! Write Funsten today for samples and prices on long term contract. Function Pecans are available in halves or pieces-all sizes. Oil or butter roasted to your specifications! P.S. Don't forget, Funsten Pecans and Eastern Black Walnuts are processed to destroy harmful bacteria and mold spore





HERE IS A DRAWING of the double-inspected Vanilla Beans we use. They are delivered to us in sealed tin containers—each bean is 7 to 8 inches long and they run from 40 to 50 to the pound.

Although we buy only top-of-crop beans, bundled and inspected at the plantation, we open and inspect every container to be sure they measure up to our rigid standards.

We guarantee the uniform quality of our Vanilla, and one big reason we can always make good on this guarantee is because we make our Vanilla only from quality beans that are consistently uniform in bouquet and moisture content.

Yes, selected Vanilla Beans plus years of "know how" is the reason every shipment of every customer's particular Vanilla is always alike the year 'round. We can serve you in the same way.



Popsicle'

KEEPS CASH REGISTERS RINGING ...



...as 30 million American kids sing, "I'LL HAVE A POPSICLE"

The song that goes on and on all summer long...and builds to a greater crescendo every year...and no wonder!

LOOK AT THIS PROMOTION PROGRAM FOR 1952!

- Full-Page Ads in the Color-Comic Sections of Leading U.S. Sunday Newspapers
- Billboards from Coast to Coast

- 30,000,000 Full Page Ads in Comic Magazines
- 20,000,000 "Popsicle Pete" Giant Gift Lists
- Bigger-Than-Ever Driver Incentive "Blue Chip Plan"



ALL BROUGHT TO YOUR MARKET BY ...

Popsicle®
Fudgsicle®
Creamsicle®
Dreamsicle®
Ice Cream®

"POPSICLE", "FUDGSICLE", "CREAMSICLE", "DREAMSICLE" and "JO-LO" are Registered Trade Marks of the JOE LOWE CORPORATION, NEW YORK 1, N.Y.

YORK

JOE LOWE CORPORATION

501 WEST 26th STREET . NEW YORK
400 WEST OHIO ST. 274¢ EAST 11TH ST. 105 ANGELES, CALIF.

100 STERLING ROAD TORONTO, ONTARIO, CANADA

NEW

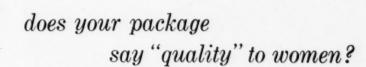
COPYRIGHT 1952, JOE LOWE CORPORATION, NEW YORK 1, N. Y.



THE VENDO COMPANY

TARREST 12TH STREET . KANSAS CITY 3. MISSOURI

WORLD'S LARGEST MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT



Does your ice cream package reflect the quality of your product? Does it attract women in self-service stores so they pick it up and buy it?

Let us show you how to use modern design to tell a quality story to women customers—and how to add sales appeal to your entire line of ice cream packages.

Concora Linerless Cartons offer you:

- 1. Exclusive use of tested stock designs.
- 2. Special designs created for your needs.
- 3. Superb color control and fine printing.
- 4. Tough, handsome Vellumite stock.
- 5. Easy-to-open Nu-Mode front seal.
- 6. Fast, easy packing by hand or machine.
- 7. Delivery from strategic points.
- 8. Approval by makers of automatic packaging equipment.

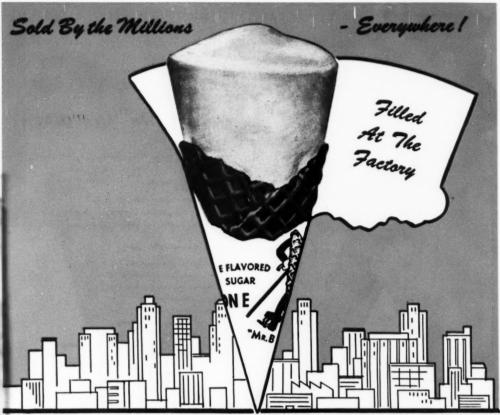


This carton is a special-design package created for visibility, product identification and appetite appeal. Carton designs © CCA



CONTAINER CORPORATION OF AMERICA

Chicago, Illinois, and 39 other cities



Tomorrow's Ice Cream Cones will ALL be Filled at the Freezer



J. T. (Stubby) PARKER



THE ORIGINAL FACTORY FILLED ICE CREAM CONE

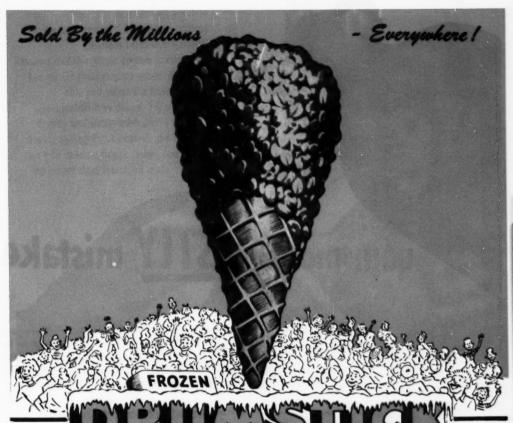
Over TRIPLED In Sales Last Year!

"Mr. BIG is not a 'Novelty.'" It's the All American Ice Cream Cone, brought up to date, FILLED AT THE FREEZER—it's SANITARY, no dirty dippers—QUALITY CONTROLLED, no ice crystals—PROFIT CONTROLLED, for both the Manufacturer and Retailer—DISTRIBUTION UNLIMITED, no dipping necessary (all dry stops can sell ice cream cones now, this is added business.) (Something to think about—there are 10 pop stands to one ice cream cabinet—convenience sells)—New equipment to fit your needs is available. 22 roll sugar cone plants conveniently located to serve you. If you are not marketing Factory Filled Ice Cream Cones—Write, Wire or Phone—The Ice Cream Season is here!"

P. O. BOX 1542,

DRUMSTICK, INC.

FORT WORTH, TEX



the Ice Cream Cone all dressed up

The reason DRUMSTICK sells so big, it's like a chocolate nut sundae with cake—it's the 4 top confections rolled into one * ICE CREAM * CHOCOLATE * NUTS and * SUGAR CAKE CONE.

Drumsticks have the appeal of ice cream in the summer . . . and the appeal of candy in the winter—a year-round seller for the Ice Cream industry.

Every industry would like to have a "DRUM-STICK"—an item that would bring nut business, candy business, cake business to their industry—it's added business.

To take full advantage of DRUMSTICKS

1. Make a good uniform product

Barney

- 2. Keep DRUMSTICKS distribution 100%
- 3. Keep DRUMSTICK advertising up.

"DRUMSTICKS, with 20 years of national distribution and advertising, is probably the largest selling individual ice cream item on the American market today. Best results come from pushing a known leader. Let us supply you with a program."



BARNEY PARKER

P. O. BOX 1542,

DRUMSTICK, INC.

FORT WORTH, TEX



Volume Gallonage is built on Vanilla Ice Cream . . . Your Vanilla Ice Cream Sales depend on your choice of flavor. Cost-wise, vanilla flavor is at the bottom of the list in ingredients. Still, flavor and flavor alone determines whether yours is just another Vanilla, or the Vanilla Ice Cream that captures the business . . . and the repeat business. It's a wise Ice Cream manufacturer who chooses his Vanilla house carefully . . . who knows that to be penny-wise in choice of Vanilla is fatal. It's many a wise and successful Ice Cream manufacturer therefore who knows-

USE VIRGINIA DARE VANILLA and be sure!

Vanilla #7 Pure-

Vanilla #7 Pure—
The trend is towards pure vanilla—and the trend for the best in pure vanilla is towards Virginia Dare's #7. Well aged—smooth—this blend of the finest Mexican and Bourbon beans is your maske formula lee Cream in Town."

Three Star Essence-

Queen of Compounds — aged, mellow, with a fine, rounded fulness of flavor. All the delicate, fruity character of Pure Vanilla intensified to make a compound that combines quality with economy.

Also a Complete Range of Vanilla Compounds and concen



The Marathon Packette! It's new! It's a sales maker! 'It's an important addition to the famous line of Marathon's original Linerless Ice Cream Cartons.

Retailers like this single portion linerless! It has terrific mass display value. Shoppers stop and select the flavors in any combination they desire. Try a jumbled display and watch sales zoom. Just like the big selling Pint Linerless, the Packette has side opening flap . . . when opened the ice cream stays intact, all ready to serve.

New Packette!

Engineered for production and sales

Marathon's line-of-three Linerless Ice Cream
Cartons consists of half-gallon, pint and individual serving size. All are engineered for automatic or semi-automatic set-up and filling. Linerless Cartons fold flat and store flat to save space.

Marathon Linerless Cartons, beautifully printed in 2, 3, or 4 colors, attract consumer attention, boost sales. If you want to increase ice cream volume, see your Marathon salesman or write Marathon Corporation, Menasha, Wisconsin.

Packs Sales Punch!





"AND WE THOUGHT WE DIDN'T HAVE ANY SCRAP!"

"We don't make anything of steel ... so we didn't think we were concerned in the national scrap program.

"Then we came to realize how badly we would be affected if steel products we use were shut off by the shortage of scrap.

"When we learned a photographic film manufacturer was able to collect 88 carloads of iron and steel scrap in his own plant—we began looking.

"We found plenty of idle metal that had rust on it and dust on it. Obsolete machinery. Outmoded equipment, jigs and fixtures. Broken parts—like wheels, chain, springs. Abandoned structures made of steel.

"We found plenty. And, knowing our best chance of getting steel products was by furnishing the raw materials for steel-making, we promptly called in our local scrap dealer.

This advertisement is a contribution, in the national interest, by

ICE CREAM FIELD

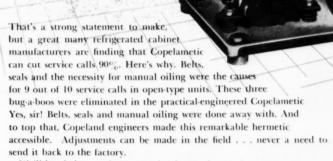


"I'd urge any business to look over its premises with an eye out for scrap. Non-ferrous scrap is needed, too! Why don't you appoint one man with authority—to act as your Scrap Salvage Director?"



COPELAMETIC

eliminates 9 out of 10 service calls!



We'll be glad to send you capacity data and more facts to prove that Copelametic is the perfect unit for your refrigerated cabinets.

Copeland belt-driven models also available through 71/2 H.P.







(belt-driven and Copelametic), water coolers

COPELAND REFRIGERATION CORPORATION · SIDNEY, OHIO

ICE CREAM FIELD, April 1952

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ICE CREAM FIELD

VOL. 59



NO. 4



Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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Member Controlled Circulation Audit Association
Guaranteed Circulation—8500 minimum

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SPECIFY THE ORIGINAL

Sterwin's Vanillins.P.

ORIGINAL PURE

Consult your flavor supplier

ORIGIN

Sterwin's Zimco brand is the original lignin vanillin. This pure crystalline vanillin has been produced continuously since 1937, at our Rothschild, Wisconsin plant, by our own exclusive patented process.

Zimco's present high quality was achieved as a result of continuous research and development in our own laboratories. Today Sterwin's Zimco Vanillin is recognized by the entire Food Industry as the top quality product. There is no finer vanillin flavor. Ask the man who uses it.

DEPENDABILITY

Over a long period of years we have fulfilled all contracts, and allotted any surplus production fairly and equitably. This is our established policy. Stocks are carried at strategically located warehouses to insure prompt deliveries.

Sterwin is a subsidiary of Sterling Drug Inc., one of the nation's leading manufacturers of internationally known proprietaries and fine chemicals.

> U.S.P. VITAMINS IN BULK also available in carriers for easy, accurate and economical fortification of foods.

1450 BROADWAY, NEW YORK 18, N. Y. 445 Lake Shore Drive, Chicago 11, Ill. Warehouse stocks: NEW YORK, CHICAGO, LOS ANGELES

Shipments made DIRECT FROM FACTORY: ROTHSCHILD, WISCONSIN

LARGEST SUPPLIERS OF VANILI

ICE CREAM FIELD, April 1952

FOOD COLORS

DEC YELLOW W

They'll Ask For Your Brand



YOUR CUSTOMER MAY WIN A CARIBBEAN CRUISE!

HERE'S a contest that appeals to most everyone—it's a "natural" for the contest fan and irresistible to the amateur photographer (these two groups cover a large percentage of consumers wherever you go).

ADS LIKE THIS IN "COLLIER'S"

will bring them to fountains asking for your brand and contest entry blanks. Write today for complete kit of tie-in advertising, especially designed for Nestyle users' local promotion. If you're not packing in the deluxe Nestyle, don't miss the bandwagon.

\$13,000°0 IN VALUABLE PRIZES

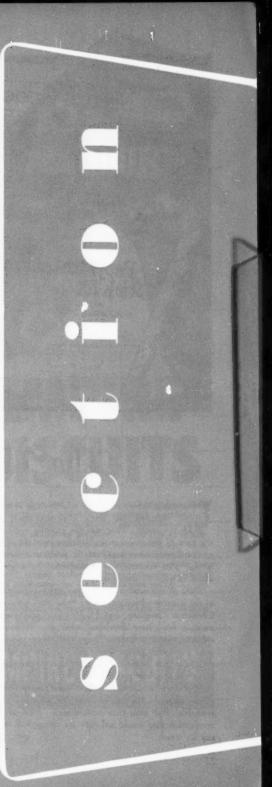
The Grand Prize is an all expense-paid 12-day Grace Line Cruise for two, and \$500 worth of Platt Luggage and an Ansco 35mm Camera. Other prizes include 25 sets of Platt Luggage, 25 Ansco 35mm Cameras, and 25 Westinghouse Cabinet Roasters.

Oswego Falls Corp.—Sealright Co., Inc., Fulton, N. Y.; Kansas City, Kansas. Sealright Pacific, Ltd., Los Angeles, California. Canadian Sealright Co., Ltd., Peterborough, Ontario, Canada.



Sealright
NESTYLE CONTAINERS

SELLING





The VITAL Organ

N a recent survey of dealer relationships in the ice cream industry, one trend evidenced itself more than any other. That was the growing concern on the part of ice cream manufacturers over the absence of brand-consciousness at both the dealer and consumer levels. This concern was accompanied by a genuine desire to improve the situation.

Some of the most widely known dairy organizations in the country—National Dairy Products Corporation, Carnation Company, and H. P. Hood and Sons, to name a few—have developed what they believe is a most practical remedy. These and other companies issue a monthly, personalized house organ to all dealers, in which is contained information designed to boost the retailers' profits.

This is not to say that these concerns were unaware of the value of the conventional educational material available. But what they wanted was a form of communication that would sell *their* ice cream, not merely any ice cream.

Furthermore, they not only wanted to sell their ice cream to their dealers, but they wanted earnestly to help their dealers move the products on to the consumers and thereby acquire and maintain the retailers' loyalty and confidence.

A fundamental belief in house organs as a means of solidifying dealer relationships has been in evidence within the National Dairy Products Corporation for the last ten years. This company has been producing dealer publications of one kind or another for more than a decade. The increased importance attached to such house organs led to the merger less than two years ago of the Sealtest Menuscript and the Sealtest Scoop; the resulting (and current) publication was named the Menu-Scoop.

At the time of the merger, it was announced that "heretofore it has been impossible to serve every type of dealer with either publication, nor could all be served by both. It is extremely important to every Sealtest dealer to have complete information at this time



round!



Sales climb skyward . . . as Empire sandwiches help you sell untapped institutional markets. Sandwiches are the ideal institutional novelty on many counts! For example: no sanitation problem . . . just a bag to dis-pose of. More important Empire Sandwiches stay crisp and flavorful because of the extra quality in Empire Wafers. Check the increased gallonage for you in the vast movie, school, factory and ever growing vending markets. Then send for Empire samples today . . . get set for new profitable business!

P.S. Check today on Empire's NEW 4-unit item to help you crack the supermarket trade.



EMPIRE OFFERS FOLLOW THROUGH

on Technical Aid on Sales Aids

FREE colorful, attractive streamers and decals. Ginss-ine bags available. Extruders, conveyors, semiautomatic machines, completely automatic machines. Free expert consultation service.

NEED HELP?

There are many excellent sources of advice on how ice cream manufacturers economically can issue their own house organs. These have been compiled by the editorial department of this magazine. Sales managers interested in launching such a publication for their companies are invited to write to ICE CREAM FIELD, 19 West 44 Street, New York 36, N. Y. The appropriate information will be distributed free on request.

regarding the extensive promotional campaigns now underway to increase his sales of Sealtest products."

News of these campaigns is featured in every issue of the Menu-Scoop, distributed to about 40,000 Seal-test dealers throughout the country. The January, 1952 issue, for example, informed dealers that "Sealtest enters 1952 with the biggest advertising and merchandising program for these products ever seen in the industry." The same issue listed the national consumer magazines in which Sealtest ads have been scheduled to appear, and included illustrations of some of these advertisements.

The March issue this year called attention to the fact that the Sealtest ice cream flavor-of-the-month was chocolate chip. Dealers were advised to "serve a generous portion . . . feature a chocolate chip sundae . . . make use of the colorful point-of-sale material to be had from your Sealtest salesman." An illustration of a typical point-of-sale poster accompanied the article.

A recipe for a unique ice cream concoction—the Pear Helene Sundae—also was given editorial prominence in the March issue. The article told dealers how to prepare the sundae and how to serve it.

Another feature story described the experiences of a roadside diner operator, and emphasized the outlet's ice cream merchandising techniques. The implication was that any Sealtest dealer could improve his business by employing the same or similar methods.

"Light" Reading

Each issue of the Menu-Scoop is enlivened with abundant cartoons, anecdotes, cheesecake pictures, and similar "light" reading matter. The theory behind this—and experience has indicated its accuracy—is that the dealer will proceed from the humorous material to the reading matter that will educate him business-wise.

Maurice "Pete" Butler, Editor of the Sealtest house organ, reports that dealer reaction has been "exceedingly favorable." Company salesmen have attested to its value, both as a device to increase gallonage in present outlets, and as a "door opener" to interest new prospects.

Mr. Butler, who supervises an editorial staff of seven, believes that the advantages of a house organ are four-fold. "In the first place," he commented, "it keeps the dealer informed of what is being done in his behalf. This goes a long way to maintain his loyalty and faith in the company.

"Secondly, the Menu-Scoop keeps the dealer on his toes—keeps him on the look-out for tie-in promotions that will help his sales.

Educational Force

"Next, the house organ is a terrific educational force. It gets the dealer thinking in terms of merchandising, and is driving home continuously the sales messages that management has prepared for his consumption.

"Finally, this monthly publication is of unlimited value in helping build the business and profits of dealers and the National Dairy Products Corporation. The fact that the house organ contains such important information as proper techniques at the soda fountain, correct formulas for fountain items, and similar material means that the reader (the dealer) constantly is being provided with practical sales aids that, once absorbed, invariably result in increased gallonage."

Carnation Publication

Much the same reasoning prevails at headquarters of the Carnation Company. This well-known dairy organization publishes a monthly house organ known as the Carnation Mixer, which contains advice on the profitable merchandising of ice cream.

In recent years, the Carnation Mixer has featured articles on "Suggestive Selling," in which were described the experiences of an operator whose ice cream sales increased 100 per cent through suggestive and related selling; "Capture Impulse Purchases," in which was contained a chart of the best psychological prices; "Sell Ice Cream By Eye Appeal," which was accompanied by a check-list of more than forty common faults in sanitation; and many others.

The Carnation Mixer regularly features a merchandising section, in which the company's "treat-of-themonth" flavor is publicized. For example, the January, 1952 merchandising supplement called attention to almond toffee ice cream, and observed "we are sure you and your customers will like it." The house organ advised dealers to "use the full-color posters and window and backbar streamers illustrated on the back

(Continued on page 65)



There's No Ducking this Fact! DONALD and his "ICN" GIFT LIST mean REPEAT SALES FOR YOU!

With the distribution of millions of Donald Duck Gift Lists throughout the coming season, you can count on a bigger volume than ever — more repeat sales as your eager young customers collect ICN bags for exciting prizes!

And your sales efforts will be backed by a gigantic number of beautiful, taste-enticing, point-of-sale pieces, streamers, decals — all the on-the-spot aids you will need to keep "ICY-FROST TWINS", "DUCKY DUBBLE", "FUDGI-FROST" and "KREAMI-FROST" on the movel

If you haven't already heard the complete story on ICN's powerful promotion program for 1952—contact your ICN man today!



"ICN" "ICY-FROST", "DUCKY DUBBLE", "FUDGI-FROST" and "KREAMI-FROST" are Trade Marks of FRUIT PRODUCTS CORPORATION, NEW YORK, N. Y.



MODEL GF16
With Shelf-Type
Superstructure

Either Type Superstructure Optional on Both Models



MODEL GF12
With Picture-Type
Superstructure















Schoofer Ice Cream Cabinets, Clearview Merchandising-Display Cabinets,

It's a Fact! SCHAEFER



OPEN TOP GLASS FRONT CABINETS

SELL MORE ICE CREAM!











SCHAEFER, INC.

SINCE 1929 MINNEAPOLIS













Pak-A-Way Home Freezers ... Just Plug In for Satisfactory Operation



ROCHESTER DAIRY salesman Ray Ferdinandt (in overcoat) shows a point-of-sale poster to William Just, owner of the Just III Rite Market, Rochester, Minnesota, after affizing it to the Schaefer ice cream cabinet.

DEALER DOINGS

E at the Rochester Dairy Cooperative firmly believe it is our duty to "get our ice cream dealers ready" for the big selling season, the busy summertime. No one medium can do the job; it demands the combination of all advertising media, plus the close association of the dealer and the salesman to really "prep" the dealer for increased sales.

To best illustrate our policies and methods, we list them here, not necessarily in order of importance, because each plays a vital part, but rather to serve as a guide: (1) Dealer Education, (2) Smart Merchandising, (3) Packaging, (4) Point-of-Sale Material, (5) Window and Floor Displays, (6) Special Promotions, and (7) Radio and Newspaper Advertising. As you will note, they are all closely related and all are geared to one theme: "Getting Dealers Ready" for the coming busy season.

Dealer Education

First of all, the Rochester Dairy stresses dealer education as one of the most important steps in prepping the dealer. Our company has had outstanding success in educating the dealer by personal contact at his place of business rather than group dealer meetings. This personal contact instills the dealer's confidence in the salesman and in the company, and makes him realize

BY GENEVIEVE C. HOLMES

Rochester Dairy Cooperative Rochester, Minnesota the Dairy has a personal interest in him and in the success of his business.

Our salesmen talk profit and opportunity, informing dealers that profit per square foot of floor space used is greater than in most merchandise carried. Facts and figures are shown to prove that sales will increase more than ever in the busy summer season if proper preparation and approach are effected.

Dipping for profits is another feature in educating the dealers. New ideas and improved methods are constantly being devised. Our salesmen conduct on the spot training of fountain and restaurant personnel, instructing them in the proper methods of preparing sundaes, sodas and specialty items for added eye appeal, more satisfaction to the customers and increased profits for the dealer.

Smart Merchandising

Closely associated with the above are the effects of smart merchandising. Here, for example, our salesmen assist the dealer in the selection of a cabinet most suitable for his particular establishment.

To further induce sales, the next step is to choose the most advantageous location for the merchandising unit so that it is easily accessible to the customer. It is the concensus that the ideal spot is reasonably close to the check-out counter, inasmuch as ice cream is largely an "impulse-buying" item.

This brings up the point of the appearance of the unit and merchandise therein. Established dealers already know the importance of this. New dealers are shown advantages of keeping cabinets clean and neat and the merchandise attractively displayed to promote the impulse to buy. All dealers are encouraged to install sufficient storage cabinets to provide a good variety

Do you want to preserve the BULK of your business?



the BULK of your business consists, of course, of BULK ice cream served at the soda fountain.

this is a separate and distinct market from package ice cream which caters to new consumer habits through grocery chains and other open-counter outlets. There is no need to sacrifice one market to gain the other!





the BULK of your business was built... and continues to depend... upon the soda fountain. Are you safeguarding your interests there today?

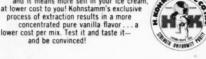
Published in the interest of the Ice Cream Industry by MORRIS PAPER MILLS 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.
MATIONAL FOLDING BOX CO. NEW HAVEN, CONNECTICUT

Manufacturers and Distributors of MORRIS TOP PAPER CANS

ATLAS



You can prove it for yourself—there's more strength and smooth delicious flavor in H. Kohnstamm pure vanilla extract. and it means more sell in your ice cream, at lower cost to you! Kohnstamm's exclusive process of extraction results in a more concentrated pure vanilla flavor . . . a



KOHNSTAMM & COMPANY	Inc.
ESTABLISHED 1851	

89 Park Place, New York 7 . 11-13 E. Illinois St., Chicago 11 4735 District Blvd., Los Angeles 11

for FRFF test samples

VANILLA DIVISION H. KOHNSTAMM AND CO., INC.

us test quantities of

- K1483 Pure Vanilla Extract. 32 ozs. beans, 50% Bourbon, 50% Mexican. Use 11/2 to 2 ozs. to 5 gallon mix.
- X1162 Pure Bourbon Vanilla Extract. 26 ozs. beans. Prime Bourbon Beans. Use 2 ozs. to 5 gallon mix.

of flavors at all times to meet the increased demands which warm weather will bring.

Packaging plays a prominent part in sales at all times, as attractive packages create eye appeal and invite sales. We have what we term the "family package" theme; that is, the packages for all our dairy products including ice cream are designed to incorporate the well-known Rochester Dairy oval and ribbon.

Point-of-Sale

Point-of-sale material plays an important role in getting the dealers ready for the coming season, and the Rochester Dairy promotes this type of medium to the fullest extent. Our salesmen start the ball rolling to stimulate dealer interest and customer sales by typing local and national advertising together in the February Cherry Vanilla Sell-a-bration. Rochester Dairy salesmen put up various types of point-of-purchase material, including posters, streamers, signs and decals. These are changed frequently by the salesmen to keep them fresh and current, thereby arousing the customer's interest and encouraging him to buy. Dealers are impressed with the importance of having these inducements to buy right at the point of purchase. Point-ofsale material is invaluable for introducing new flavors and new types of sundae and soda concoctions, the dealers are told.

In those establishments where point-of-sale material is not appropriate or the facilities for putting up such pieces are lacking, we provide menu clip-ons and menu sheets to assist the dealers in promoting ice cream sales.

To maintain a keen interest after the Cherry Vanilla campaign, the Rochester Dairy follows up with ice cream specialties for each month, March-St. Patrick's Day; April-Easter and Lent; May-Mother's Day; and so on right into the summer season.

Window and Floor Display

We feel window and floor displays are very effective, especially where they promote "tie-ins" such as cake mixes, pie a la mode, toppings for making ice cream sundaes at home, cones for the kiddies, or the everpopular cherry vanilla ice cream and fig cookies combination. Inasmuch as the Rochester Dairy also makes Duncan Hines ice cream, dealers are advised that "a floor display combining Duncan Hines ice cream and the new Duncan Hines cake mix is a natural."

Hanging lighted signs in the dealer's window keeps Rochester Dairy ice cream before the public day and night, thus promoting sales.

Special Promotions

The Rochester Dairy uses many special promotional ideas, all of which are geared to assist the dealer in selling more ice cream prior to the hot weather season. Typical are the following:

Flavor-of-the-month cards are delivered to all of our (Continued on page 76)

FOUNTAINLUNCHEONETTES and ICE CREAM STORES Just Don't Happen -THEY ARE PLANNED!



Rowe Hotel Coffee Shop, Grand Rapids, Mich.

Let us your Develop plans

GRAND RAPIDS CABINET COMPANY GRC are the outstanding leaders in planning, designing, developing and equipping complete ice cream stores, drug store and restaurant luncheonettes and various other types of fountain operations. You can assure yourself the ultimate in

low operating costs, fast service and rapid turn-over by letting us help you develop your plans. Drop us a line.

427 ALABAMA ST., GRAND RAPIDS, MICH.

Hood Provides 5c Item

PROBLEM: To provide dealers with a five-cent ice cream item to recapture the nickels lost to candy and soft drink sales.

Solution: The "Hoodsie Bar."

In capsule form, that's the story behind one of the most important promotions ever sponsored by the Ice Cream Division of H. P. Hood and Sons, with head-quarters in Boston, Massachusetts. Launched about seven months ago, this campaign has been supported enthusiastically by dealers, especially those who enjoy a large volume of children's business.

The "Hoodsie Bar" is an individually-wrapped ice cream serving. It contains two-and-a-half fluid ounces of ice cream, half chocolate and half vanilla. To repeat a vital point, it is sold at the retail level for five

cents.

Top Priority

Top priority was accorded to the promotion of the "Hoodsie Bar." When the item was introduced, advertising support included:

 Back-bar strips in two sizes—seven inches by fourteen inches, and fourteen inches by twenty inches.

- A special edition of Hood's dealer house organ.
 Special posters for Hood delivery trucks.
- 4. Milk bottle hangers.
- 5. Newspaper advertisements in all leading New England publications.

6. Television and radio commercials.

Advertising

Advertising of the "Hoodsie Bar" has been continued on a year-round basis. Point-of-sale displays, radio spot announcements, and repeated references in the dealer publication all help to push sales of the product which, incidentally, is considered primarily a novelty.

Copy in the Hood newspaper ads called attention to "your biggest nickel's worth of fine ice cream." The sales message pointed out that "Hoodsie Bar" is made "by special equipment which performs the entire manufacturing process automatically. There's only one of

these machines in the whole United States and—you guessed it—Hood has it!"

Three uses for the product were emphasized. It was described as "an easy and inexpensive way to a la mode pies and cakes . . . handy for family desserts or parties . . . wonderfully convenient to serve at TV get-togethers."

English Equipment

The "special equipment" referred to above is known as the Stonestreet Tunnel, and was manufactured in England. The production procedure, as witnessed during a recent visit to Hood's ice cream plant at 56 Roland Street, Boston, is as follows:

Ice cream leaves two Cherry-Burrell continuous freezers at about twenty degrees above zero, and is conveyed to an extrusion head by means of overhead pipe lines. These lines are specially insulated for protection against outside temperature changes in the production room.

Almost 200 Per Minute

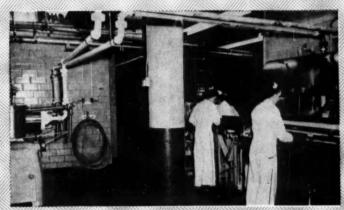
The extrusion head, located behind a glass enclosure, travels the width of the machine and is synchronized with the speed of the freezers. Twenty-two uniform bars are extruded to form each row, and these bars fall on a rubberized canvas belt at the rate of seven-and-a-half rows per minute or 165 bars per minute. Each row travels on the twenty-foot belt through the tunnel, where the temperature is thirty-five degrees below zero. The bars adhere to the belt as it revolves through the tunnel and then are dropped, hardened, on a cross conveyor. This conveyor takes the bars in single file to an automatic wrapping machine, where a special Marathon paraffined paper covering is applied at the average rate of 185 per minute. The speed of the wrapping machine, naturally, is synchronized with the speed of the tunnel.

The "Hoodsie Bars" are packaged thirty-six to a box and then transported to the hardening room. Two girls are assigned to the boxing operations, and the entire production set-up for this item requires six persons.

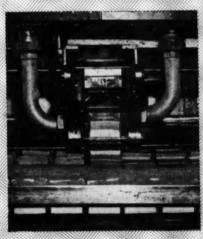


"HOODSIE BARS" PLANT TO STORE

HOOD DEALERS receive benefit of nawspaper advertising of "Hoodnie Bars" sponsored by the ice creem concern. But before the novelties can be said, they first must be producedness photos below.



FIRST STEP—ics oreem drawn from treezers proceeds via overhead pipes to estrusion head.



SECOND STEP—its creem passes through extrasion bead [close-up], which produces about 165 bers permitted. Bare tall on rubbarized convex belt, then on cross conveyor.

THIRD STEP



General's Stops Go For Special In Cold Season

T'S not uncommon these days to hear veteran ice cream men wishing for a return of the "good old days"—when the business did not have the myriad complications of today. However, there's one phase of the old days that no one wants returned: the sharp decline in sales during the cold months when most manufacturers went into virtual hibernation and waited for the sun to put them back in business again.

That sharp decline has been leveled off these days, with many factors, of course, being responsible. A new generation of ice cream consumers who consider it a year-round food instead of a hot weather treat, and more food stores handling the product are among the principal reasons.

"Off Season" Promotion

Another important factor in the last year or two has been the development of "off season" promotions, most of them involving a reduced price for a limited period of time.

Reasonably typical of this type of promotion is one conducted by General Ice Cream Corporation in January involving the half-gallon package. This concern promoted the half-gallon at a special price of ninety-eight cents throughout its entire territory of New England, upper New York State, and sections of northern Pennsylvania.

Although the regular price of this unit varied somewhat within the corporation, due to varying butterfat requirements, it was decided that a uniform price was the only way to take full advantage of all the media being used to publicize the campaign. Consequently a flat wholesale price (ranging from ten per cent to twenty per cent below regular) was agreed upon, in order that the retailer might realize a gross profit which would insure reasonably complete coverage.

Newspaper Advertising

An extensive promotional campaign was developed, including a 600-line advertisement in leading papers (see accompanying illustration), television and radio spots and point-of-sale material. Enthusiasm and interest was stimulated through sales contests for salesmen and driver-salesmen, sales meetings, and a series of bulletins from the corporation's General Office keeping

for January for this package of America's best-liked Ice Cream

all sales personnel informed regarding the progress of the campaign.

The results, according to Vernon F. Hovey, Jr., Vice President and General Sales Manager, were "extremely satisfactory." In January, half-gallon sales amounted to 24.6 per cent of total sales, and sales of this unit were 454 per cent greater than in January, 1951 and 193 per cent over December, 1951. "We believe that promotions such as this are necessary to stimulate sales in the 'off season' and feel that they are economically sound provided they are not used too frequently or for too long a period of time," Mr. Hovey commented. "We are about convinced that a ten-day or two-week period is better than a full month, feeling that long-term promotions involving reduced prices may have a tendency to disrupt regular price schedules."

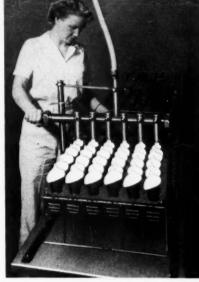
It PAYS to do it the VITAFREZE Way!



New VITAFREZE CONE FILLER

Fills up to 600 DOZEN CONES HOURLY with ONE Operator

- This NEW VITAFREZE creation fills 6 CONES AT A TIME—Direct from freezer. Any person can learn to operate it efficiently in a few minutes. Adjustable patented* filler valves feed evenly and accurately.
- The VITAFREZE Cone Filler SAVES LABOR . . . speeds up your production . . . streamlines your cone operation . . . and will step up your profits IMMEDIATELY.





Stainless Steel

Disassembles in ONE MINUTE for Cleaning. FULLY GUARANTEED!

- Fully TESTED and PROVEN by actual plant operation. No complicated mechanism to get out of order. Designed in every detail to meet today's need for a simple sanitary cone filler.
- Order a VITAFREZE Cone Filler TODAY.
 Be ready for the season's increasing cone sales. WIRE TODAY. Order direct from us.

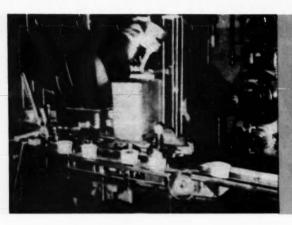
Complete with Table

or \$37500

Less Table

*Patents Pending, T M Reg. U.S. Pat. Office

VITAFREZE Equipment, Inc.
6601 EASTERN AVENUE SACRAMENTO, CALIFORNIA



Boston Firm Lures Kids For Dealers

NE phase of the problem of getting dealers ready to sell *more* ice cream during the peak season as well as in cold weather months involves the types of products made available to him by the ice cream manufacturer. Not only must the standard ice cream items be placed in his cabinet, but also specialties geared to his specific needs. His needs, naturally, are determined by many factors—the competitive situation is but one of them—but once they are defined, it is up to the ice cream manufacturer to meet them.

A typical problem along these lines was encountered and solved recently by the National Ice Cream Company of Boston, Massachusetts. Market conditions in the area served by the concern pointed up the need for a product that would meet two basic requirements: it would have to be "different" and it would have to be priced "right." The search for a suitable item was limited only by simple economies—National's President, Robert Wise, realized that along with the other requirements, the product would have to be one that his plant could turn out efficiently and easily.

A study of the metropolitan Boston market revealed that sales of ice cream cups were lagging. Essentially, there were three sizes of cups being sold: 2½, three, and four ounces. There were also some six-ounce cups on the market. Prices at the retail level ranged from five cents to fifteen cents per cup. But people simply were not buying.

In early 1951, when inflationary trends reached an unprecedented peak, volume on the four-ounce cup—a ten cent item—was unsatisfactory. This was attributed to the public's reluctance to pay fifteen cents even for a six-ounce cup of ice cream, and a general feeling that four ounces of ice cream in a cup for ten cents was not a good value. "The public was becoming increasingly food value conscious and wanted (and still wants) to stretch its nutrition dollar as far as possible," Mr. Wise observed.

So, bearing in mind the cost factor and the needs of the firm's dealers, National took a bold step forward. The four-ounce cup was discontinued and replaced by a five-ounce cup. The retail price was maintained at ten cents.

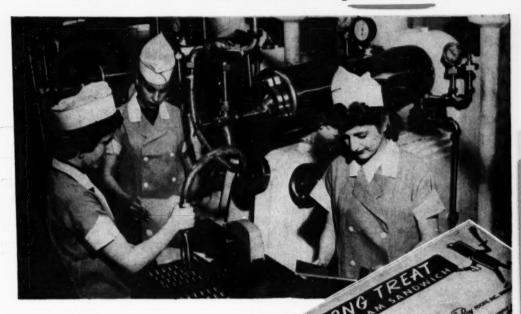
To offer something "different," this Boston manufacturer continued a procedure that had been instituted in 1950. Chocolate decorations were sprayed on top of each cup, thereby converting a conventional item into a veritable sundae. In keeping with the vernacular of the neighborhood youngsters, the product is labeled "Ice Cream Jimmy Cup."

The effect on sales offers conclusive evidence of the soundness of the operation. First of all, when the chocolate decorations were added to the four-ounce cup in 1950, sales soared by an astounding sixty per cent! Then when the five-ounce cup was placed on the market last year, three times as many sales were recorded as had been achieved in 1950. Sales of cups in 1951 were five times as high as those in 1949.

From the production standpoint, the Jimmy Cup involves virtually no problems at all. As illustrated in the accompanying photograph, snapped in the National plant, ice cream comes out of a Creamery Package freezer at twenty-one degrees, and is routed through an Anderson Bros. filler and capper. The Lily-Tulip cups proceed along the conveyor at the rate of forty per minute, pausing to be filled, covered with the Rockwood "Decorettes" and capped. The cups are packaged twelve to a box and then dispatched to the hardening room. Only three people are necessary to produce the cups at this speed.

When the only significant production problem arose—how to apply the chocolate decorations—ingenuity on the part of Mr. Wise provided the solution. He devised a simple attachment, synchronized with the filling machine, which handles the decorations so as to allow straight-line production.

3 Workers turn out 400 dz. Long Treat Ice Cream Sandwiches per hour!!



Special Equipment Investment only \$200 complete!

No Breakage—LE ROY'S exclusive, patented process eliminates ALL breakage worry and cost.

LE ROY FOODS, INC.

Main Office—

284-290 S. 5th St., Brooklyn 11, N. Y.

Please send me the facts on how to make more profits with the LE ROY Process.

FIRM

ADDRESS

CITY STATE

A A MANUAL MANUA

LOOKS BIGGER
Contains 3 Oz. of
Ice Cream

Vending Machines

—LE ROY has a special bag that fits vending machines perfectly. Get the details.

LE ROY

FOODS, INCORPORATED
284-290 South 5th Street, Brooklyn 11, New York

5 convenient warehouses for fast service • Elizabeth, N. J. • Chicago, III. • St. Louis, Mo. • Long Beach, Calif. • Oakland, Calif.

ICE CREAM FIELD, April 1952

37



DELIVERY FLEET used to distribute Fin ke's ice cream consists mainly of 800-gallon capacity Robbins & Burke refrigerated trucks with self-compressors. Part of the fleet is pictured here.

COLD WEATHER—HOT VOLUME!

HO says you can't sell ice cream in cold weather? There are hundreds of ice cream dealers around Albany, Troy, Schenectady, and other towns and villages in New York State who will argue this point with anybody.

These are the dealers who in January, 1952 bought more than fifty per cent more bulk and packaged ice cream than they purchased in the same month of 1951. This amazing record has been written into the books of Finke's Ice Cream, Ravena, New York. It compares with an overall industry gain of eleven per cent reported for the same month.

Naturally the big question put to William Finke, head of the growing ice cream company, was, "How on earth did you possibly accomplish such a gain?" The answer was a typical Bill Finke understatement: "We provide a good product, advertise it well, and don't raise the price."

Two Promotions

Actually, Finke's sponsored two sales promotions in January which contributed to the record. First of all, dealers were encouraged to offer coupons worth ten cents each toward the purchase of any package of Finke's ice cream. The offer usually was advertised for a weekend sale. The coupons not only were offered in newspaper ads but also were distributed to all customers visiting the store during the sale days. Quite often Finke's put in extra cabinets, if needed, and placed their own salesmen alongside the cabinets to inquire if passers-by had used the coupons and to offer brief comments on the product and value received. The results were astounding, with many super markets and food stores reporting volume increases amounting to three times more than normal ice cream sales for equivalent periods.

Whereas the coupon plan proved an ideal sales stimu-

lus for the larger dealers, many of the average and smaller dealers preferred an alternate plan offered by Finke's Ice Cream. The same principle of a ten cent reduction on any item in the ice cream cabinet was put into effect by these dealers, but they extended the offer over a one-week period. Instead of coupons, these dealers were provided with large window signs that strongly resembled the old fashioned farmer's auction announcement card. (See accompanying illustration.) This special type of sales technique brought equally

ICE CREAM SALE WHAIT GAILON .88 49er Quarts .49 Butter Pecan Roll .79 SPUMONI .65 Ice Cream Cake Roll .33 FUDGE BARS BOX OF 29 BULK PINT .25 49er Pt. 20 Sherbet Pt. 15 This Sale for this Week Only



Added to your mix will make your sales graph climb to the ceiling. For years leading ice cream manufacturers from coast to coast have been using CAPCO BUTTERED PECANS because they are of the highest quality obtainable. These ready-to-use pecans are processed daily with high score,

pure creamery butter. To insure freshness, these carefully screened CAPCO PECANS are shipped the same day processed. No waste — no shrinkage — order a supply today — and give your sales chart a lift.

PACKED IN 25 LB. CARTONS

FORM BP #3

ORDER NOW!

THE CHARLES A. PETERSON COMPANY

917 CARNEGIE AVE.

CLEVELAND 15, OHIO



STANDARD DESIGN on packages containing Finke's ice cream is shown in the adjacent photo. During the Januery promotion which resulted in a fifty per cent gallonage increase over the first month in 1951, the "Forty-Niner" quart sold for forty-nine cents and the pint was priced at twenty cents.

good results, increasing the purchases of the individual customer and gaining many new buyers of ice cream during the cold January weather. Dealers report that consumers often try Finke's ice cream for the first time in January as a result of the sales offer, and become steady buyers at regular prices in following weeks. Thus, immediate as well as long range gains are achieved by the two sales.

Fudge Bars

One of the newer packages offered this season was the box of four ice cream fudge bars. Offered usually at four for thirty-nine cents, the bargain price of four for twenty-nine cents encouraged many to take home the box. Folks often express approval of the idea of having novelties in the home freezer for the family's use. Finke's has developed a container which can be set up as a display in the visual type ice cream cabinet. The chocolate covered fudge bars are individually wrapped in aluminum foil envelopes.

Finke's Ice Cream is installing the new Hayssen overwrapping machine for manufacturing insulated packages of ice cream. The firm is also adding the new Empire Biscuit sandwich processing machine which fea-

tures a variable speed conveyor with wafers dispensed automatically instead of manually.

The company is particularly proud of the sales job that has been accomplished on the one-half gallon container of ice cream. A consistent low price of ninety-eight cents through Winter and Summer with a large variety of flavors, has made this package one of the most popular in the firm's line. It is big value for the consumer and unquestionably one of the reasons behind the company's great gains in gallonage. Even this low price half-gallon was included with all other packaged goods in the special sales that were run this past Winter.

Television Advertising

Bill Finke has embraced television advertising with typical enthusiasm. He has been running five-minute news programs, and a live show on Thursday nights over WRGB, Schenectady, New York. He also has added two eight-second spots on Friday and Sunday evenings. These commercial spots are used for different items in the line. Newspaper advertising plus regular point-of-purchase displays are integral phases of the Finke promotion program.

— Amerio Builds Refrigerated Bodies of Value and Distinction

Americ Refrigerated Bodies have been serving the Ice Cream Industry since 1928. This cumulative experience assures you the utmost in refrigerated transportation, plus invaluable sales appearance and eye appeal.

Self-Contained

Dry Ice

Ammonia

May We Quote?



REFRIGERATING EQUIPMENT CO., INC.

128-36 Forty-Fourth St.

Union City, New Jerrey

"Serving The Better Buyers"

Bintentitte mtemittatta theisates





MODEL OT-132

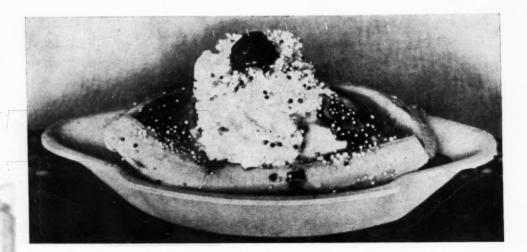
Step Up profits with this <u>Step</u> <u>Down</u> design

mark of

The Anheuser-Busch "Step Down" Open Top makes your package easier to see and reach. Roomy storage capacity and uniform temperature assured by five large compartments separated by four refrigerated plates. Tubing from top to bottom of tank. A 1/2 HP Copelemetic Compressor supplies full refrigeration. Four picture superstructure furnished. For better merchandising and superior performance step up to Anheuser-Busch quality.







"Banana Boat" Launched

IVE major East Coast ice cream manufacturing concerns have joined forces in an unprecedented campaign designed to effect a substantial increase in the sale of bulk ice cream. The first manifestation of their joint efforts is a "banana boat" ice cream promotion that currently is being spotlighted in the New Haven, Connecticut area.

The campaign was conceived at a meeting in New Haven on January 30, at which representatives of the Borden Company, Breyer Ice Cream Company, Brock-Hall Dairy Company, General Ice Cream Corporation, and H. P. Hood and Sons discussed the problem of lagging bulk gallonage. James C. LaGrua, executive of the National Folding Box Company, was their host.

Reasons For Bulk Losses

Discussions at this meeting convinced the participants that several factors were responsible for retarded bulk volume. The improper attitudes of sales people, dealers' reluctance to dip, the price situation, poor servings, and the drop in cone business was cited. It was agreed that group action should be taken to find solutions to these problems.

A sub-committee was appointed consisting of Gardner Bush (Borden's), C. A. Fritz (H. P. Hood), Arthur E. Hall, Chairman (Brock-Hall), Leo Maher (General), and A. K. Reinhard (Breyer's). This body

convened in New Haven on February 15, and several concrete proposals resulted.

It was decided to promote several "non-controversial" items during the coming months in an experimental market area. New Haven, with a population of 427,282 persons, was chosen.

Fountain Items And Cones

Fountain items and cones were agreed upon as the first items to be promoted. Committee members agreed that, with the sales effort scheduled to begin in April, a fountain item would be preferable to lead off with, since it was "too early for cones." A cone promotion was voted for the month of May, however.

Discussion proceeded then to the specific fountain item to be promoted in April. An idea presented by Mr. Reinhard captured the interest of all committee members and became the subject of consideration. His idea was predicated on what is commonly known as a banana split, except that it would be served on a pressed pulp, boat-shaped dish, and called a "banana boat."

Details for the April promotion were crystallized at the next committee meeting on February 25. After viewing and discussing a number of variations, the committee adopted the official "banana boat" formula. All dealers supplied by the five companies currently are making the item by placing two No. 24 scoops of

ICE CREAM FIELD, April 1952



National Pectin Products
Experimental and
Laboratory Service

We Invite Your Problems . . . an opportunity to assist your production department in producing a better product more efficiently and economically. Write now and let us put our complete facilities to work for you. There is no charge . . . no obligation.

We Invite You To Prove to yourself that National Stabilizers and Emulsifiers are easier to handle . . . better in every way for modern ice cream production methods.

WRITE NOW FOR TRIAL QUANTITIES

For Dec Cream and Low Fat Mixes... COPENA and COPENA Special The Quality Stabilizer Emulsifiers... NA-PE-CO and NA-PE-CO Special The All-purpose Emulsifiers... MILK SHAKE Stabilizer for Back Bar Mixes.

For Sherbets and Oces... SURE-BET for Over 27 Years...The Standard for High Quality.

For Fruit and Julies... FRUIT TOPPING POWDER with Fruit Topping Powder Acid... the Perfect Pectinizing Agent.

National (



Company

You Will Make a Better Product When You Use a National Stabilizer or Emulsifier

The "Remembered" Vanilla

At home . . . at the fountain . . . wherever ice cream is served . . . Van-Sal is remembered. Because: Van-Sal is nature's pure vanilla at its very best . . . finest Mexican and Bourbon beans . . . plus Van-Sal years of specialized skill . . . making only vanilla . . . and only good vanilla. For flavor-perfection and sales-protection, buy Van-Sal on proof . . proof of greater flavoring power, for economy; proof of wider popularity, for increased sales.

VAN-SAL The Most Talked About Vanilla in the Industry

S. H. MAHONEY EXTRACT CO. Sally W. Mahoney. Pres.

221 E. CULLERTON RD. CHICAGO 16, ILL.

ice cream on the "boat," surrounding the ice cream with one-quarter of a banana on each side, pouring $1\frac{1}{2}$ ounces of chocolate syrup over the ice cream, and garnishing with whipped cream, a cherry, and colored candy sprills.

Committee members worked out the cost of preparing the "banana boat" as follows:

Pressed pulp dish	.0075
2 No. 24 scoops of ice cream	0.85
1/2 banana	.025
11/2 ounces of syrup	.03
Whipped cream	.02
Cherry, candy sprills	.006
Total	.173

It was felt by the group that, with a production cost of less than eighteen cents, dealers would be willing to feature the "banana boat" for twenty-nine cents.

To support the promotion at the point-of-sale, committee members agreed to make joint purchases of a fire banner-style strip adaptable for use as a window or backbar display, a nine-inch by twenty-inch backbar strip carrying a colored illustration of the "banana boat," and a table tent. United Fruit Company banana "hands" also were obtained free of cost. Most of this material carries the official campaign slogan, "Most People Prefer Freshly Dipped Ice Cream," as does the newspaper advertisements.

Newspaper Ad Schedule

The schedule of newspaper advertisements in support of the "banana boat" campaign called for a small "teaser" ad to be run once by each company during the week of March 24. Individual company advertisements were planned as follows: General Ice Cream Corporation—March 31 and April 18; H. P. Hood & Sons—April 1 and April 17; Breyer Ice Cream Company—April 2 and April 16; Brock-Hall Dairy Company—April 3 and April 15; and Borden Company—April 4 and April 14.

Copy and size of the "teaser" notices were uniform, and did not contain any company identification. The other newspaper messages featured the same basic copy referring to the "banana boat" but varied as to size and brand name, as well as to additional copy.

The "banana boat" and subquent monthly campaigns will be advertised to the New Haven market also by means of appropriate messages on a huge neon display sign atop the warehouse of the National Folding Box Company.

As the promotion began early this month, it was estimated that sales would approximate 50,000 "banana boats." Final plans with regard to briefing salesmen were unveiled at the March 17 meeting of the committee, and still another meeting on March 31 devoted itself to tentative discussions of the May promotion.

What's corn doing 35,000 feet up?

The casing of the bomb...possibly the high explosives inside...both require the use of special corn products in the manufacturing process. These, and hundreds of other corn products, have been developed by the continuing basic research in corn that serves all American industry... serves you.

Corn products in ice cream and ices

Highest quality regular corn syrup, high conversion corn syrup and dextrose are recommended ingredients for various ice cream, ice and sherbet formulas. New techniques involving the use of corn products are being developed as part of a continuing research program at Corn Products Refining Company.

If you have a production problem why not check with Corn Products. A complete line of corn products for every purpose is available. Technical service is yours...no obligation, of course.

CORN PRODUCTS REFINING COMPANY

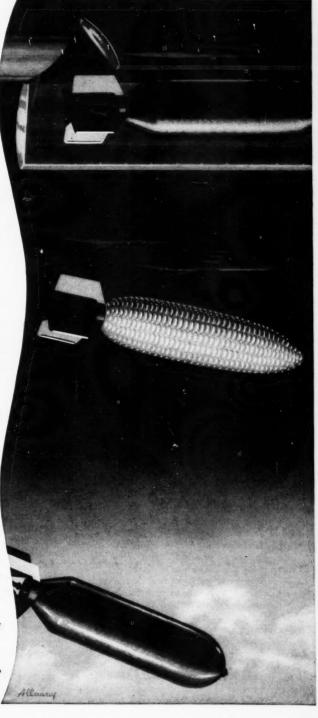
17 Battery Place, New York 4, N. Y.

Manufacturers

PURITOSE

CERELOSE

GLOBE



50 Trends Shown In Survey

BULK ice cream accounted for 46.15 per cent of the output of the nation's ice cream manufacturers in 1950, according to the results of a survey made public last month by the Department of Statistics and Accounting of the International Association of Ice Cream Manufacturers.

Other production was divided among packages (29.81 per cent), frozen specialties (17.56 per cent), and cups (6.48 per cent). The survey showed that gallons and half-gallons have enjoyed "a surprising growth" in the last few years.

The analysis of the sales of ice cream manufacturers for 1950 was compiled from reports received from 415 ice cream producers representing a sale of 163,501,809

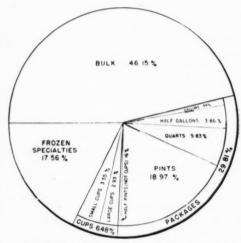
The most recent in a series of five surveys originated in 1925, the 1950 report indicated that, from 1941 (time of the previous survey) until 1950, sales of all products marketed by ice cream manufacturers increased by 58.46 per cent; ice cream sales alone increased by 42.5 per cent; and the sales of sherbets, ices, ice milk, and other frozen dairy products increased by 595.87 per cent.

Significant trends emphasized in the report as being reflected in 1950 sales include:

1. The "increasing tendency" towards packaging in food industries.

2. The improvements in home refrigerators and the "increasing number" of deep freezers. This is reflected, the report states, in the increase of almost fifty per cent in the sale of packages. "However, despite the trend toward different types of merchandising, bulk is still ... the backbone of the industry."

3. The growth of products which are bulkier per gallon. The report notes that standard products have grown in volume over the years but the products which are bulkier per gallon of ice cream have grown more rapidly. "One thing which the ice cream industry faces," comments the analysis, "is that it is getting from year to year an increasing proportion of its business in the bulkier items—the items that . . . take up



AN ANALYSIS OF THE SALES OF ICE CREAM MANUFACTURERS
IN THE UNITED STATES FOR THE YEAR 1950

more room in the hardening rooms, in the cabinets, and on the trucks . . . In the manufacturing of these bulkier items, there is more labor required for each gallon of ice cream produced. . . . The additional space required in the hardening room and the delivery equipment and . . . the increased labor cost . . . must be allocated to the products responsible for them if the ice cream manufacturer is to get proper costs."

Other features of the 1950 report are a sectionalized breakdown of sales trends, numerous charts offering comparisons to sales in previous years, and an analysis of the effect of food store merchandising on ice cream sales.

Copies of Special Bulletin No. 81, Analysis of the Sales of Ice Cream Manufacturers—1950, are available on request for one dollar (except to members of the IAICM) from the Department of Statistics and Accounting, 1105 Barr Building, Washington 6, D. C.





... when ice cream is made uniformly good with ndms

People like to feel that what tastes good is good for them. Ice cream made with nonfat dry milk solids meets this preference more than halfway. It's defined that the preference more than halfway.

You can use this means to build preference for your brands—debrand. For, people also have favorite brands—determined by week-to-week uniformity of body, texture, flavor. Such uniformity, and a constant high level of serum solids in your mix, are made possible by the year-round availability of nonfat dry milk solids.

This takes ice cream out of the seasonal bracket. It is really an energy-producing, all-weather food. Eaten more months of the year, in larger portions, more times per week, your brand as a favorite in your locality can be a big profit winner. Buy nonfat dry locality can be a big profit winner. Ask your milk solids custom-made for ice cream mix. Ask your supplier today.

MULIN SOLIDS

AMERICAN DRY MILK INSTITUTE, Inc. 221 N. La Salle St. Chican



FOTE & JENKS JACKSON, MICHIGAN



TO SUPPORT special flavor promotion, Arden Farms Company's Los Angeles truck fleet (above) was decorated with "Texas Pecan" dominations. Arden salesmen (right) and Pangburn representative Bruce B. Parker (extreme right in adjacent photo) wore wastern garb.

Arden "Cowboys" Spur Promotion



ARDEN Farms Company's ice cream salesmen became "cowboys" recently when the dairy firm adopted "Texas Pecan" ice cream as its flavor-of-the-month. The western motif was applied with a thick brush—sage brush, that is—to support sales of the product.

Ballyhoo From Here To There

Ed Schiller, Los Angeles Division Manager, with circus-like ballyhoo, dresed all Arden salesmen and drivers in western shirts, ten-gallon hats, levis, painted ties, and imprinted leather badges; staged a big western welcome in Los Angeles for the Texas Christian University football team of Fort Worth, Texas, prior to its game with the University of Southern California; plastered the company's huge ice cream trucks with near life-size replicas of gay cowboys and cowgirls; held a big company meeting attended by a movie starlet and pretty models at which the campaign was explained and at which congratulatory telegrams from Texas Governor Allen Shivers and Fort Worth's Mayor J. R. Edwards were read; and placed Arden trucks in dominant positions at the aforementioned game so that more than 50,000 fans had to walk around the bright "Texas Pecan" ice cream display to reach their seats. Ice cream hawkers sold only "Texas Pecan" bars before and during the game, and their shoulder boxes were covered with appropriate advertising.

"And we really sold ice cream," Mr. Schiller said. Earlier, Bruce Parker, West Coast representative for the Pangburn Company, manufacturer of "Texas Pecans," had called on Mr. Schiller. He spread out before the ice cream executive the cowboy and cowgirl dominations, a ten-gallon hat, and a cowboy outfit. "We can go for that deal," was Mr. Schiller's decision. To the aforementioned articles, Arden's added bright yellow neckties and leather badges in the shape of Texas' Lone Star. Imprinted on the ties was "Arden Farms Texas Pecan Ice Cream." This inscription also was embossed in gold on the badges.

"Flavor-of-the-Month"

Then Mr. Schiller called in Art Platz, Production Manager, and discussed the program with him. Mr. Platz ordered a fifty-pound sample. Tests were satisfactory and "Texas Pecan" was set up for the flavor-of-the-month for California. Each one of Arden's branch managers in California had approved the flavor.

Carl Flinn, Gil Brockmeyer, Jim Cortner, and Lee Dalby of the wholesale milk division (attired in Texas outfits) assured Mr. Schiller of their full support in publicizing this new flavor. Ray Jensen, Ice Cream Sales Manager, teamed up with Larry Hughs, Advertising Manager, to promote the program. And promote they did.

The Pomona, Santa Ana, Long Beach, Ventura,

San Bernardino, San Diego, Oakland, San Francisco, Fresno, Stockton, Bakersfield, and Santa Monica branches participated in the program with special promotions of their own.

When the Texas Christian team arrived in Los Angeles on a chartered plane, thirty of Arden's key men, dolled-out in big hats, levis, painted ties and boots, were on hand as greeters. They had with them movie starlet Ava Norring, who gave Coach Dutch Meyer a kiss and the "key to the city."

The team had eaten "Texas Pecan" ice cream on its

way to the Coast. (Arden's had air-expressed the ice cream to Fort Worth where it was put on the plane.) On each luncheon tray was a card on which was printed: "This ice cream was especially packed by Arden Farms for the Texas Christian University football team."

The Fort Worth Chamber of Commerce was so impressed by the role of one of its members, the Pangburn Company, that it sent a representative to the West Coast with Texas Sheriff commissions and badges for Arden executives.

The Gene Autry television program, sponsored by Arden's in its territory, plugged the flavor-of-the-month. Toni Arden, a singer featured at the time at the Mocambo night club, personally delivered "Texas Pecan" ice cream to fifty radio and television discipckeys in the Los Angeles area, resulting in many "plugs." Jack Bailey gave a month's supply of the ice cream to the Queen on his "Queen For A Day" television show.

Follow Through

All through the following week, Arden's made "Texas Pecan" ice cream available for important Los Angeles luncheons. Advertising Manager Hughes discussed the promotion before the Advertising Club of Los Angeles. Club President Russell Eller was commissioned a deputy by Fort Worth's Sheriff, Sully Montgomery, and all members of the Club were made Honorary Texans and Fort Worthians.

Commenting on the campaign, Division Manager Schiller said: "When we saw those western hats, the cowboy and cowgirl advertising, and other regalia, and when our test of 'Texas Pecan' proved so satisfactory, we knew we had a fine flavor-of-the-month—a flavor we could really go to town in promoting. It was the most outstanding job of promoting and selling of a feature flavor in the history of Arden Farms Company."



teem-jurished kettles







... but nothing wins more AH-H-S-S than the







flavor folks favor







How many smiles per gallon in your ice cream? Ah-h-h, how folks beam when they taste tantalizing AMERICAN FOOD flavors! And, ah-h-h, how you'll beam as you win more "stops" and go places with the flavor folks favor! Take our Vanillas, so rich in true Vanilla bean content! Take our Fruit Flavors, the taste of a sun-flooded orchard still in them! Take our 100% Pure Coffee Concentrate, its just-brewed flavor and aroma, the delight of coffee-lovers! Take 'em all, and get your ice cream into the taste zone, the pay-off zone!

IERICAN FOOD LABORATORIES, inc.

860 Atlantic Avenue, Brooklyn 17, N. Y.

3968 NORTH MISSION ROAD, LOS ANGELES, CALIF. . PHILADELPHIA . BALTIMORE . DETROIT . CHICAGO . SAN FRANCISCO



here's why it pays to specify TRUCK REFRIGERATION

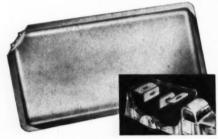
It pays to specify KOLD-HOLD truck refrigeration because you save money when you do. You save, first, because Kold-Hold Refrigeration costs less to use.

Kold-Hold "Hold-Over" Plates maintain predetermined temperatures throughout the longest day's hauls for as little as 10 cents... less than the cost of either wet or dry ice. You save too in loading and unloading time. The "Hold-Over" truck plates can be connected into your plant cooling system at the end of the day to make your truck a "cooler room on wheels." Undelivered loads can be left in the truck for the next day's deliveries.

■ It pays to specify KOLD-HOLD Truck Refrigeration Plates because of their complete dependability. With over one-half million plates in use today, no case of operational failure has ever been reported. They often outlast several truck bodies and are guaranteed for ten years to be free from defects in workmanship and materials.

It pays to specify KOLD-HOLD Truck Refrigeration Plates because they help keep truck bodies clean, sweet, dry and odorless to eliminate losses from spoilage. They take a minimum of space in the truck, permitting longer, more profitable runs because of adequate refrigeration.

It pays to specify KOLD-HOLD Refrigeration Plates.



Write for your copy of the new Kold-Hold Catalog

KOLD-HOLD

Phillips protects every step of the way

KOLD-HOLD MANUFACTURING CO.

ATO I. Heral St.

Lansing 4, Michigan

Soft Ice Cream Operators Seen "On Threshold"

BY ROBERT E. WILDMAN General Equipment Sales, Inc. Indianapolis, Indiana

CCH has been said and written about the success and growth of "soft ice cream" establishments these past five years, but little has been said about the reasons for their growth and success. In general, the popular conception of their growth lies in the belief that the freezer-fresh product is profitable to dispense; therefore, many people have naturally gone into the business. Many also feel that freezer-fresh products are an upstart that will soon fall by the wayside.

I do not believe that the profit angle tells the entire story, nor that freezer-fresh products will fall by the wayside. There will be, of course, some failures, just as in any business, but the owners using discretion in selecting locations and managerial ability in operating and maintaining their locations, are on the threshold of a large and prosperous business for years to come.

There are reasons why some products designed for consumer acceptance take hold and grow whole others do not. What are these reasons? Ice cream and soft ice cream, ice milk, and so forth have little or no consumer rejection. There are a few people who do not eat the product, but they do not actively campaign against it such as they might against liquor, whiskey, beer, cigarettes, and so forth. Ice cream is a product that can be eaten by young and old alike. It is a superb food addition to the diet. No doubt, it is the favorite of all desserts.

Because of this consumer acceptance or at least acquiescence, we are left with an extremely large field

ABOUT THIS ARTICLE

Many questions have arisen as to an efficient program for operating a retail soft ice cream establishment. Some of the answers are contained in the accompanying article, written by an authority in this field. Opinions expressed therein are those of the author.



in which to merchandise our products without conflict. How well has the ice cream industry been merchandising one of the world's best foods? Not too well, we note as we scan the gallonage figures available. In a period of rapidly increasing population, and of high prosperity, per capita consumption has fallen somewhat. The entire industry is certainly not getting capacity out of the market, but I do believe the inherent advantages of the specialty stands will be the coming factor in increasing gallonage of frozen dairy products consumed in this society of ours.

Important Rules

To merchandise a frozen dairy product properly and successfully in this society and under the economic conditions that exist today, I believe the following rules to be most important. These tenets carried out will provide a lasting and profitable basis for the sale of freezer-fresh products.

- 1. Have available at all times a freezer-fresh product.
- 2. Have an attractive business establishment, always well lighted and spotlessly clean.
- 3. Have a favorable location, in an easy-to-reach spot for the consumer.
 - 4. Demand attractive, trained, courteous personnel.
 - 5. Give value for monies received.

Taking these points up in the order listed, we know that the retail installation using a good modern freezer can provide the consumer with a fresh product. Each and every serving may be taken directly from the freezer as the customer calls for it. Dispensed from the freezer, it is smooth, and not too cold. There is also the factor of action selling which appeals to the consumer.

To adequately service the public with this superb freezer-fresh product, the consumer has demanded a simply designed and constructed building, kept spotlessly clean with gleaming, sanitary equipment. The

(Continued on page 73)

The seal of approval has been stamped on P & S for many years. It's not any ONE particular flavor nor any group . . . but the entire line has received acceptance as tops in the field.

The fact that "Made by P & S" is on the label is now fecognized as a "stamp" of flavor perfection.

Drop us a note and we'll be happy to send you free samples of black Raspberry and Strawberry, two of our very popular items, or samples of any other flavors which interest you.

> Don't guess Use P & S

BLACK RASPBERRY STRAWBERRY TWO Excellent FLAVORS

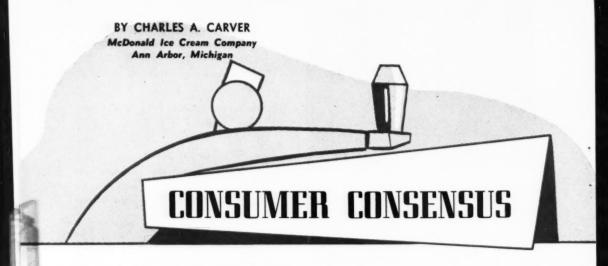
with ONE thing in common



POLAK & SCHWARZ, INC.

667 Washington St., New York 14, N. Y.

Midwestern Office: 173 W. Madison St., Chicago 2, III. Representatives: Milwaukee • Los Angeles Canadian Office: Polak & Schwarz (Canada), Ltd. 914 Danforth Avenue, Toronto, Ontario, Canada



EW changes in the trend of consumer purchases of ice cream have occurred since Jacob Fussell started the first commercial ice cream business back in 1851. At that time ice cream, because of its perishable frozen character, was probably consumed entirely at the point of its manufacture. With the advent of salt and ice refrigeration it was possible to open other places for consumption in what we term wholesale accounts, and consumption by the public was pretty much limited to the premises of the wholesale account. Ice cream eaten in the home never reached any appreciable proportions until 1941 when the home freezer and freezing compartments in refrigerators made it possible for the homemaker to have adequate storage facilities. Since 1946 an estimated 4,000,000 home freezers have been sold. This factor plus greatly improved freezing compartments in regular household refrigerators plus television have revolutionized the locale where ice cream is eaten.

Figures for 1951 production show that the downward trend in sales from our peak year of 1946 finally has been arrested. However, if we compare 1941 gallonage with 1950 gallonage, we can visualize the trend in consumer purchasing habits.

From 1941 to 1950, our population increased fifteen per cent, our ice cream volume fifty-eight and one-half per cent, and our per capita consumption increased twenty-five per cent. However, it is interesting to note the change in the overall picture of the manner in which our product was consumed. In 1941, bulk ice cream comprised sixty-three per cent of our total gallonage as compared to forty-six and one-half per cent in 1950.

Package ice cream (pints, quarts, and half-gallons) in 1941 accounted for nineteen and one-half per cent of

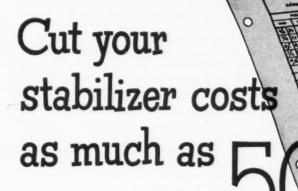
sales and twenty-nine per cent in 1950. However, half-gallons jumped from less than one per cent of our total volume in 1941, or 3,500,000 gallons, to six per cent in 1950, or in excess of 31,000,000 gallons. I would venture that the sales in 1951 exceed 51,000,000 gallons.

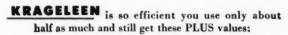
Novelties comprised seventeen per cent of our sales in 1941, and jumped to twenty-four per cent in 1951.

Another interesting figure worthy of note at this time is the growth of ice milk, sherbets, and ices. In 1941 these products comprised less than three per cent of the total frozen products sold. However, in 1950, nearly thirteen per cent of frozen products sold was in sherbets, ices, and ice milk. With the present high prices of butterfat, we can expect the sales of these items to become an increasingly larger factor in our total sales volume.

Conclusions

Let's analyze these figures to see if we can draw some definite conclusions that denote a changing trend in consumer consumption. It is not necessary to tell you that our bulk business is definitely on the downgrade. The sale of ice cream in dishes at soda fountains has fallen steadily in spite of all-out efforts by the industry to merchandise the fountain. Higher prices, smaller servings, lack of interest by the operators, and reluctance to hand dip bulk and dispense cones have been contributing factors. The advent of television, which now covers the vast majority of our population and has changed the mode of spending leisure time, is a major consideration. The family that before television had to seek entertainment outside of the home and thus was a potential soda fountain prospect, now





- good body and texture
- smooth, creamy melt-down
- immediate stabilizing action, with low viscosity for quick cooling
- · resistance to the effect of heat shock

KRAGELEEN COSTS YOU LESS

because you use less (20 to 50 per cent less). Besides the low usage rate, Krageleen quality is absolutely top grade and yet it is one of the lowest-priced stabilizers on the market today.

KRAGELEEN is a scientifically made, laboratory-controlled stabilizer based on carrageen gelose—a pure extract of edible Irish Moss. The combination of smaller usage, low cost, and high quality helps you save up to 50% on stabilizer costs, while you improve your present ice cream standards.

ORDER A TRIAL BARREL of Krageleen today. Write to Phenix Pabst-Ett Company, Dept, KR-1, 460 E. Illinois St., Chicago 90, Illinois.

TRY THESE OTHER KRAFT SPECIALTIES FOR BETTER BODY, SMOOTHER TEXTURE IN ICE CREAM AND FROZEN MOVELTIES

Kratex —emulsifier—gives mix better whipping properties.

Kraft 17 E. S. —combination emulsifier-stabilizer; gives excellent results in resale mixes.

Kraft Special Blend —a high-quality egg product; gives mix maximum whipability.

Krabyn -perfect stabilizer for frozen novelties.

KRAGELEEN

A FINER VEGETABLE STABILIZER FOR ICE CREAM

ICE CREAM FIELD, April 1952

has the finest entertainment brought into the home. A recent survey made in New York disclosed that children under twelve years of age were spending nearly as much time in front of the television set as they were in school, thereby cutting down immeasurably a large ice cream cone potential.

This radical change in our mode of living, plus the industry's efforts in merchandising ice cream for home consumption, have been reflected in the large increase in the sale of oackaged ice cream, and is especially notable in the rapid growth of half-gallon sales. We have just begun to invade the half-gallon market and we should exploit it with our very best merchandising efforts. The pint sale is largely an impulse purchase, the half-gallon is a planned purchase. That the homemaker is now including ice cream in planning her menus is a healthy condition for our industry and we must not now cease in extolling the food merits of ice cream.

The novelty has grown in popularity, mainly because of variety, quality, ease of handling, fixed cost to the dealer, and merchandising effort.

Bulk ice cream has grown in volume over the years and will continue to grow. However, percentage-wise to our overall production, bulk ice cream will continue to decrease and the products which are bulkier per gallon of ice cream will continue to increase. Problems of increased costs of production, packaging, delivery, hardening storage, and dealer storage will result from this trend and wil require a modernization of our cost analysis procedures.

We have come a long way since Jacob Fussell started our industry back in 1851; however, we are far from the saturation point of per capita consumption of ice cream. If we only build back to the per capita levels of 1946, we will add 225,000,000 gallons annually to our production or an increase of nearly forty per cent over our 1951 gallonage.

Some of us are concerned about pricing our product out of the market. From 1929 through 1946 per capita consumption of ice cream ran parallel with the disposable income of the consumers of our country, excepting the war restricted years of 1942-43-44; however, now when disposable income is fifty per cent greater than it was in 1945, our per capita consumption is less than 1945.

The market is there. The American public loves ice cream. It is up to us to do a selling job.

This article is based on a talk given during the recent convention of the Michigan Aliied Dairy Association.

FRED STOKES SAYS:

"My trade tells me that Wilbur coatings are a big factor in bringing customers back to the store for more. Nothing builds repeat business like a really good coating."



Mr. Stokes is our representative in the Southern Territory. Why don't you call Fred to help you with your coating problems? His 25 years' experience in the bakery, ice cream and confectionery industry will prove invaluable. Fred's addressis 614 Mortgage Guarantee Building, Atlanta, Georgia.

WILBUR CHOCOLATE COATINGS

WILBUR SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

this star salesman



at the pick-up point
SELLS MORE ICE CREAM
AT LESS COST

than any other method of insulation

NUMBER 1 SELLER

THE ORIGINAL

MOMM)

FOIL-LINED ICE CREAM BAGS

Attractive Sno-man foil-lined bags at the ice cream cabinet will create that EXTRA PINT SALE

1 full use of valuable selling space 2 effective insulation
—no soft centers 3 reusable in the home for freezing
foods — packing lunches 4 easy to pack and seal
5 all sizes available for prompt delivery



YOUR
OWN IMPRINT
AVAILABLE
IN
SNO-MAN
BAGS



BAGS ALSO AVAILABLE WITH FOIL ON OUTSIDE INSULATING COST PER UNIT

Write for price and samples to:

CONSOLIDATED PAPER BAG CO.

561-369 WINDSOR STREET, SOMERVILLE 43, MASS.





ET us review the trend of ice cream sales in drug stores during the past few years. Prior to the outbreak of the last war, drug stores generally were regarded as very good outlets for the sale of our product, particularly those equipped with soda fountains.

After the war had been in progress for a short while, at least four major factors caused a sudden change to be brought about:

- 1. Rationing of ice cream.
- 2. Scarcity of labor.
- 3. Early closing.
- 4. Curtailment of delivery to the homes.

In addition, fountain fruits and syrups became in short supply.

During the somewhat prosperous war years, many drug stores working under these unfavorable conditions had their soda fountains removed. At the time we were not too concerned for we well knew our customers could dispose of all the ice cream we were permitted to sell to them. The ice cream cone practically went out of existence at the same time the soda fountain made its exit.

After the war with the removal of rationing and the return to relatively normal conditions, with the exception of early closing, it was hoped the soda fountain would find its place once again in the drug store. Very few druggists reinstalled fountains.

BY E. L. MENDOZA Silverwood Dairies, Ltd. Toronto, Canada My own opinion is the druggist discovered he could make a living without a soda fountain and with less effort, or without the headaches he believed the operation of this department entailed.

Maybe we are to blame for allowing the thinking of our druggist friend to grow and flourish in this way. Did we present the facts as we know them? Did we emphasize the drawing power of the soda fountain? More store traffic. Higher profits all round. Perhaps in this past two or three years of international unrest and business uncertainty we did not have the time or rather did not take the time to re-educate our dealers both new and old.

Now, what have we done to offset the downward trend and what other steps can we take for better merchandising of ice cream in drug stores?

- Display and self serve cabinets have helped considerably in either increasing sales or holding sales volume.
- Illuminated super structures. While generally used with display and self-serve cabinets, they have proven to have a definite place when installed on conventional type cabinets.
- 3. Plastic Lids.

It is hardly necessary to mention that proper location of the cabinet is most important. At the same time I would stress we should determine where the cabinet is to be placed and not leave it entirely up to the dealer. We have a big investment and are vitally interested in maximum sales for our customers and ourselves. We should always keep in mind it is a partner-ship we are engaged in.

Where you locate the cabinet depends largely on the store layout. In any case you certainly should make every effort to place the equipment where you believe it will do the best selling job.

A good spot is beside the cash register. The public

shock truck jouncing and accidents cen't b

completely studied. Still, the more a stabilizer can suches shrinkage the better, and SPAP

And that a just one advantage SPA provides.
This pure food geletin who created especially to
stabilize to cream . . . to help make the cream

Marors faster. . . to help the ingredients blend amouthly.

Such exceptional performance is a priceless aid to production and yet SPA costs week less to are then ordinary gelation

B. Young & Co. of America, Ltd. B. YOUNG & CO. OF AMERICA, LTD.

The older name in galatin is Young.

ICE CREAM FIELD, April 1952

loiters here and this assures a brief opportunity to create the impulse to buy ice cream. I do not think it advisable to have a cabinet near an entrance or exit door.

If no superstructure is used, I suggest that wherever possible a flavor board is an asset. It is not good enough to merely display the manufacturer's or brand name. You would think it strange if a waitress in a restaurant handed you a menu simply saying, "Brown's good food served here." We are offered a variety of suggested dishes to assist us in selecting the food we desire most. You will follow the implication I am sure—most superstructures carry out the flavor board idea.

Domination advertising is as old as the hills and has a great deal of appeal to the buying public. It is one of the best means of point-of-sale advertising. It certainly catches the eye and is more likely to remain displayed than other types of streamer. Far too little use is made of domination advertising. You know what an excellent job some drug store chains do in this connection three or four times a year. It really sells more ice cream.

Window displays are indeed effective and for our sales dollar a fairly inexpensive form of advertising for the return it doubtless gives us. Sales at this time of the year are at a low ebb and we need all the fire power we can muster. Stressing the nutritive value of

ice cream in winter time should not be overlooked, because from a dietary standpoint ice cream is a year round food. Let me say very emphatically that in my opinion the so-called off-season is the time to make a concentrated effort.

In the November issue of ICE CREAM FIELD there is a very fine article by Ned Dowling, Foremost Dairies, Atlanta, Georgia, entitled "How to Sell in Winter." He has an entirely new angle. He says "merchandise with passion." Before any of you chaps start packing your bags for Georgia let me say this does not mean travelling around with a blonde.

He also says: "We complain about the weather all winter long and wish for a long, hot summer. We ride around in our cars and say, Hi! Mr. Jones, won't it be nice when summer comes and we start selling ice cream again! Boy, are we planning a real program for next summer. Watch our smoke about March 15. Come on over and let's have a cup of coffee, Mr. Jones. How many of our salesmen say 'Let's have a dish of ice cream, Mr. Jones?'"

It is a fact the people who sell our product know far too little about it and could not give an intelligent description of the many specials they have to offer their customers throughout the year.

Sampling with dealers and their clerks of your specials will certainly boost sales. It is our job to properly



inform our customers and their help on all of our products so they in tuin can pass on to their patrons the right information. How can we expect them to sell something they know little or nothing about. Ask any of your own dealers what flavors are in a Neapolitan brick. I'll wager you get some strange answers. Due to labor turnover sampling should be done consistently to obtain maximum results.

Sampling with the buying public in drug stores has proven quite successful and can be accomplished at fairly low cost. Choose the right hours and days and control sampling by using a small souffle cup, about 2 ounce-size, a one-gallon container of some special ice cream and serve portions of about one ounce. This will stimulate sales of any particular item you are featuring at the time and will help ice cream sales generally. Your own ice cream salesman can best do this job, in conjunction with the sales clerks.

Insulated bags are worthy of mention. They should be placed on or close to the ice cream cabinet. Here again we would like to stress a point. A suitable rack with a good sign is essential to do a good job. I have seen very few signs telling the public what an insulated bag is, and what it will do. We are apt to take too much for granted and assume the customer knows all the answers. We should tell them over and over and over again all they should know about our products and other items which help sell more ice cream.

Here I would like to mention something which is the key to the success of every one of us. There is positively nothing you and I have learned or read about to take its place. It costs nothing. We may have it or we can acquire it in abundance. It is ENTHUSIASM. All your ice cream personnel should bubble over with it and they in turn will pass it on to their customers. The result will then be an enthusiastic public. Without loads of enthusiasm we cannot hope to succeed. Unfortunately, it is sadly lacking in some persons.

You may have heard of the salesman selling a line of brushes. He opened his sample case, displayed his wares and proceeded to talk enthusiastically about everything under the sun except his brushes. Finally he came to the point and said, "Now, Mr. Smith, haven't I a great line?" "You sure have," said Mr. Smith, "but it ain't brushes!" The salesman was enthusiastic but not about his company's products.

And again, the salesman who dashed into the store making his last call of the day about 4:00 P.M. (He must have had a heavy date that evening.) He said, "Good afternoon, Mr. Jones, I don't suppose there's anything you want from me today." "There sure isn't" was Mr. Jones' reply. Of course, we do not have salesmen of this type in our industry.

It has been said fear is the worst enemy of some ice cream salesmen. Not fear of his ability to sell, not fear Increase your cup sales this summer with—

ROCKWOOD DECORETTES



ROCKWOOD & CO.
88 Washington Ave., Brooklyn 5, New York

of the quality of his product, nor the fear of his company's policies, but fear of losing an account. This fear leaves a salesman afraid to talk straight to customers who keep meat in the cabinet, or make ice in it, or use our equipment for displaying Kleenex, hot water bottles, pop, etc. We ice cream manufacturers are simple folk, easy to get along with, but we should not allow customers to take undue advantage of, shall I say, our "easy-going methods." Again I refer to Ned Dowling's article "How to Sell in Winter": "What happens to our nickels in this tragic winter season? Look around our cabinets and you'll see. There are displays of candy, popcorn, funny books, drinks, gum and all the other products that have aggressive sales forces. You know what? They recognize the fact that we have the best location in the store. Also that we're going to sleep for the winter. We keep these products away in the summer. Why not all year 'round?" Gentlemen, it is interesting to note that they experience the identical problems in Georgia as we do here.

None of us has or should have anything to fear with a product such as we have. Neither do we have to make any apologies. With the right approach, our customers should feel proud to sell our ice cream.

This article is based on a talk given during the recent convention of the Ontario Association of Ice Cream Manufacturers.



CARL WOOD HEADS DISA

CARL Wood, Vice President of Cherry-Burrell Corporation, Chicago, was elected President of the Dairy Industries Supply Association as the thirty-third annual meeting came to a close at the Hotel Congress in Chicago on March 7. Mr. Wood succeeds K. L. Wallace, President of Walker-Wallace Ltd., Toronto, Oontario, Canada, as head of the national trade group comprised of 400 dairy industrial supply and equipment firms.

L. N. Lucas, Vice President of the Bastian-Blessing Company, Chicago, was elected Vice President of DISA, succeeding Mr. Wood. R. E. Cairns, Waukesha Foundry Company, Waukesha, Wisconsin, was re-elected Treasurer.

Two new members were elected to DISA's Board of Directors: Paul Girton, Girton Manufacturing Company, Millville, Pennsylvania, and T. A. Burress, the Heil Company, Milwaukee. Re-elected to the Board were Carl A. Wood; C. E. Glasser, the Diversey Corporation, Chicago; L. N. Lucas; and R. B. Wilhelm, Owens-Illinois Glass Company, Toledo, Ohio.

Main business before the some 300 representatives of DISA companies who attended the meeting was the forthcoming Dairy Industries Exposition, which will be held in Chicago from September 22 to 27. The sole sponsor of the Exposition, DISA has never before conducted a show in Chicago.

All member company delegates spent the afternoon of March 6 touring Navy Pier, on the twin arms of which the Exposition will be held. Engineers and DISA

member company experts explained advantages of the building for staging a major industrial show. R. D. Britton, Wisner Manufacturing Company, New York City, is Chairman of DISA's Exposition Committee.

Harry L. Miller, President of Chester-Jensen Compay, Chester, Pennsylvania, a retiring member of the DISA Board of Directors and a former DISA President, was presented with DISA's highest mark of distinction, the Honor Plaque, for outstanding service to the organization, at the annual banquet on March 6.

In a presidential address on the state of the dairy industry, delivered at the banquet, retiring President Wallace dealt with the economic problems which producers of milk and processors of dairy products are currently facing. The increasing use of substitutes should indicate to all in the industry, he said, that all dairy industrial people should bend their efforts to produce dairy products which can compete with the substitutes, by reducing processing, operating, distribution and delivery charges to the lowest possible minimum. Producers of milk should also apply economies currently being developed.

Mr. Wallace pledged the support of suppliers and equippers to producers and processors in solving the problem. Producers and processors, he said, "have the right to expect all the technical knowledge and ingenuity which we possess."

"All that's new in '52" was announced as the official show slogan by S. E. Crofts, Chairman of the Ex-



Make every customer a HALF-GALLON customer with Continental's Cut-A-Pak—the cylindrical half-gallon container that fits into the freezing compartment of any refrigerator, old or new. Cut-A-Pak is compact to start with, gets smaller as the cream is consumed. There's no waste, no messy digging—the housewife always serves from the top. Ask your distributor about this sturdy, easy-

packing, volume-moving container.

Takes less and less room!

Cut-A-Pak fits in any refrigerator. As each third iseaten, the cap is moved down to make a smaller container. Ice cream is protected down to the last delicious spoonful!



CONTINENTAL @ CAN COMPANY

17-4-PAK CYLINDRIC ICE CREAM

Paper Container Division

349 Oraton St., Newark 4, N. J.

BOSTON . PHILADELPHIA . CLEVELAND . CHICAGO . NEW YORK . KANSAS CITY . ATLANTA . LOS ANGELES . SAN FRANCISCO

ICE CREAM FIELD, April 1952





NEW PRESIDENT of Dairy Industries Supply Association, Carl A. Wood (center) is congratulated by his predecessor, K. L.

Wellace (right), as new Vice President L. N. Lucas looks on. At the right, P. W. Budworth, Frigidaire Corporation, is seen

acting as an impartial drawer of capsules during the lottery for space at the forthcoming Dairy Industries Exposition.

position Attendance Promotion Committee, and an executive of the Batavia Body Company, Batavia, Illinois. Mr. Crofts also told members of a booklet which will be sent soon to nearly every dairy processor in the country, telling of the forthcoming show and explaining why it is to the benefit of the dairy processor to attend.

J. L. Rosen, Chairman of the Exposition Hotel Committee, explained procedures which dairy processors must follow in seeking room reservations. Suppliers and equippers, he announced, are not permitted to make room reservations for their customers; customers must do this themselves. How to do it? Send requests for accommodations to Housing Department, Chicago Convention Bureau, 134 No. LaSalle Street, Chicago.

Other happenings at the annual banquet included the traditional appearance of Mrs. Irma Einheber, talented DISA staff member, who sang "God Bless America." Professor Russell E. Oakes, a humorous speaker, discussed "Progress in Science and Invention," demonstrating several of his recent inventions. And the evening closed with an address by Dr. Melchior Palyi, noted Chicago economist, on "American Business in the International Crisis."

One of the largest assemblages of the two-day session witnessed the famous DISA show locations lottery. This unique Dairy Industries Exposition feature was opened ceremonially by Chicago's Commissioner of Public Works, Oscar E. Hewitt. Commissioner Hewitt drew the first number from an "Incorruptible Bowl" while simultaneously, DISA past President R. E. Olson drew a company's name from a companion howl

Following the lottery, a closing luncheon meeting was held, at which a new motion picture of the National Dairy Council, which promotes June Dairy Month, was projected. Lloyd Geil, Director of Public Relations for the Council, introduced the film. Also at the luncheon, the noted news commentator of the American Broadcasting Company, Paul Harvey, analyzed current world problems.



the original and conspicuously the leader by far...

32 years is a business lifetime. That's the time we've been building dairy sales and profits. We've pioneered countless ideas, plans and flavors.

Hundreds of leading dairy and ice cream manufacturers from coast to coast rely on Gundlach when any merchandising and sales promotion need arises. Write us today!

G. P. GUNDLACH & CO. 1201 West Eighth Street
"Servants to the Dairy Industry"
Cincinnati 3, Ohio

The VITAL Organ

-from page 24-

page to tell your customers about almond toffee ice cream."

The same issue described the progress made by a typical Carnation dealer after the company's planned promotion program was put into effect in his store. The article showed that this dealer's monthly volume jumped from 234 gallons in June to 1201 gallons in September, and the implication was left that any Carnation outlet could approach this record by instituting a planned merchandising campaign as provided by the ice cream manufacturer.

H. P. Hood and Sons each month sends to its dealers the *Hood Dealer*, a personalized house organ that serves a variety of purposes. According to F. A. Ross, the company's Director of Advertising, the *Hood Dealer* usually contains the following information:

 The flavor-of-the-month, and the soda or sundae which will be featured along with the special flavor.

2. A description of point-of-sale material that will be available to help promote the flavor and other items introduced by the company.

Notices concerning new products (such as novelties and packages) which are to be made available and promotions to be sponsored in conjunction with these innovations.

4. A list of seasonal items which are to be revived.

 Presentations of general merchandising campaigns which the Hood management feels will be beneficial to its dealers.

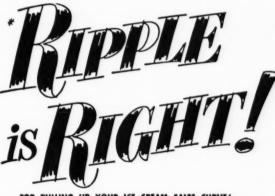
6. Merchandising hints regarding fountain opera-

7. Success stories based on the accomplishments of Hood dealers.

8. A column devoted to the dealers. Their names, stores, personnel and activities are mentioned as part of the effort to personalize the *Hood Dealer*.

Mr. Ross noted that his company has, on occasion, conducted dealer surveys in order to ascertain the effectiveness of the house organ. "The results indicate that we are heading in the right direction," he said.

And, from reports obtainable elsewhere in the country, it's apparent that *all* ice cream firms who publish a dealer organ are "heading in the right direction" in the never-ending campaign to keep dealers merchandising, to keep dealers successful, and to keep dealers—period.

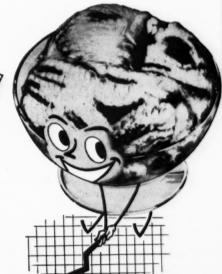


FOR PULLING UP YOUR ICE CREAM SALES CURVE!

Yes, the industry's surest way to build ice cream sales is to feature monthly specials in Ripple Ice Creams—made from Balch's Ready-To-Use Ripple Sauces. Hundreds of plants throughout the country are alternating Fudge Ripple, the year-round favorite, with 10 other fast-selling flavors: Butterscotch, Strawberry, Black-Raspberry, Cherry, Orange-Pineapple, Peach, Caramel, Pineapple, Marshmallow, and Double Ripple (combines any two).

SIMPLE TO USE.—Three Ways: 1—For flavoring ice cream. 2—For Tart Toppings—Sundae cups and pies. 3—For Ripple ice creams. Write for details on any production help.

#"Ripple" and "Wave" trademarks registered



BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif. CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)



200 Attend Dairy Rally

ORE than 200 dairy industry leaders, representing producers, processors and distributors in New York, New England, Pennsylvania, New Jersey, Delaware, Maryland and Washington, D. C., convened on March 12 at the Hotel Commodore in New York City to hear plans for a nationwide milkice cream promotion scheduled for May and June.

The occasion was the first of a series of Milk and Ice Cream Festival rallies sponsored by the industry of the region and three national groups, the American Dairy Association, representing dairy farmers; the Milk Industry Foundation, representing the milk distributing industry; and the International Association of Ice Cream Manufacturers. Similar meetings will be held soon in Chicago, San Francisco and Los Angeles.

Dairymen of the nation will sponsor two merchandising festivals this year—a Milk Festival in May and an Ice Cream Festival in June. Both are designed to add sales impetus to the industry's Dairy Month held each year in June.

Harold M. Stanley, President of the American Dairy Association of New York, was Chairman of the East Coast meeting. He said, "We are glad indeed to have this manifestation of industry cooperation. With us today are ice cream manufacturers and distributors, milk distributors, milk producers, drug and grocery store operators, restaurant and soda fountain managers, food page editors of newspapers and magazines, trade magazine representatives, and radio and television directors.

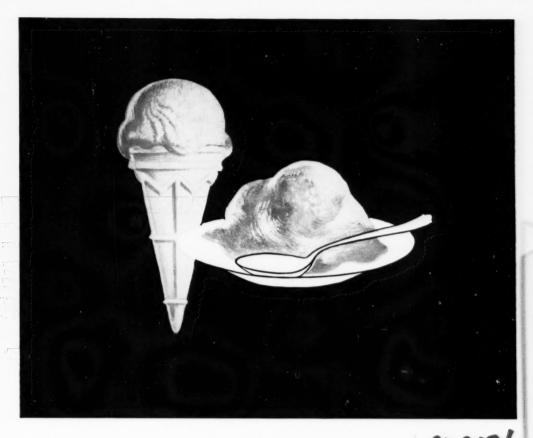
Lewis Cites "Great Opportunity"

Next to appear on the rostrum was Madison H. Lewis, Borden Company executive. In a brief address, he observed that "a great opportunity lies ahead of us for working cooperatively."

W. P. Davis, representing the New England Milk Producers Association, Boston, pledged the cooperation of milk producers in his area in the forthcoming dairy campaigns.

Mr. Stanley then introduced Owen M. Richards, General Manager of the American Dairy Association, Chicago, who outlined the promotion program.

"Milk, America's leading food beverage, can be made



For Better FLAVOR, Better QUALITY, Better SALES...use SUGAR!

Flavor, texture, richness, appearance – these are the elements which make quality in ice cream.

Most important is flavor . . . the basic flavor imparted by dairy products and sugar.

No wonder sugar is the preferred sweetening ingredient in the ice cream industry. Experienced manufacturers know that sugar accents the flavors in other ingredients—that it safeguards quality and aids sales!

Use sugar – for *quality* you can be sure of – *flavor* you can be proud of!





DAIRY RALLY SPEAKERS (LEFT TO RIGHT) STANLEY, LEWIS, DAVIS, RICHARDS AND SCHUR

just as colorful to the eye and to the appetite as any in the nation," he told the meeting. Then he described and showed Milk Festival advertising and sales material tying in with this trend, showing milk in party dress at home.

Ice cream will be dressed up similarly for party appearance, in family-size bowls and served with syrups, in ice cream cones, sundaes, sandwiches and banana splits.

Capitalizing On A Trend

"In showing the varied uses of these foods in industrywide advertising in magazines, newspapers and on radio and television, we are capitalizing on America's trend toward more home entertaining," Mr. Richards said.

Mr. Richards intrigued the audience by referring to "a new way to serve ice cream." He announced that details of this innovation would be announced at a meeting of the national press in New York City on April 15.

The dairy association representative predicted that this "new way to serve ice cream" would sell 1,000,000 extra pints of ice cream in the first ten days of June, but declined to give further details.

ICE CREAM FIELD has learned, however, that two large companies will be involved in this unprecedented promotion, and that a total approximating \$1,000,000 will be spent to publicize the "new way to serve ice cream." An informed source indicated that one of the two companies is a large producer of baking goods, with main headquarters in the Midwest.

Cooperating Concerns

Mr. Richards also named some of the well-known concerns and products that will tie in with the milk and ice cream industries to promote combination recipes and take-home sales. Included were Pillsbury Mills, General Foods, General Mills, United Fruit Company, American Home Products, Nestles Chocolate, Welch Grape Juice Company, National Biscuit Company,

Kellogg's Cereals, Libby Foods, Del Monte Foods, Dole Pineapple, Vermont Maid Syrup, Karo Syrup, the National Cherry Institute, Processed Apple Institute, Royal Lace Doilies, Radio Corporation of America, Cling Peach Association, Jiffy Manufacturing Company, and others.

In addition, appropriate articles will appear in numerous consumer and trade publications. Included in the former category are Look, Parents, Good House-keeping, Ladies Home Journal, Better Homes and Gardens, American Home, Woman's Home Companion, and others.

Sylvia Schur, food editor of Look Magazine, appearing on the program, told of her extensive work on ice cream and milk serving ideas, especially for teen-agers.

How ice cream manufacturers and milk distributors will rally to the festivals in their respective fields was described by Robert North of the International Association of Ice Cream Manufacturers and Richard Werner of the Milk Industry Foundation.

Sponsored By Industry Committee

The meeting was sponsored by a special industry committee consisting of William H. List, Association of Ice Cream Manufacturers of New York State and Carl C. Camenga, American Dairy Association of New York, co Chairmen; Frank LaPierre, Waddington Milk Company, Long Island; Delbert Cook, National Dairy Products Company; E. G. Knowlton, Hydrox Ice Cream Company; Joseph McGinness, Pioneer Division, Eorden Company; John Martin, Hovey-Stanter Company, Inc.; A. Menafra, Abbott's Dairies, Inc., Cardani Division; T. B. Niles, Borden Company; Louis Orr, Sheffield Farms Company, Inc.; R. Peasback, Dairymen's League Cooperative Association; A. K. Reinhard, Breyer Ice Cream Company; E. L. Schrauth, Borden Company; and Sam Slaughter, Borden Company.

A "social hour" after the rally was sponsored by the Lily-Tulip Cup Corporation.

PRODUCTION



Chicago's Newest Plant





HAWTHORN-MELLODY'S new ice creem plant in Chicago cost more than \$1,000,000 to construct and equip. A view of the manufactory's modern exterior is seen in the photo at the top of the page. Also shown are two phases of Hawthorn-Mellody ice cream processing—the filling of bulk and packaged lines.

O keep pace with an ever-increasing demand for its products, Hawthorn-Mellody Farms Dairy last month officially opened a new \$1,000,000 ice cream plant at 5201 W. Grand Avenue in Chicago.

H. W. Peters, President of the company, and other top executives played host on March 20 to representatives of the press at a reception marking the formal opening of the manufactory. A "sneak preview" for dealers was conducted the same day.

Hawthorn-Mellody ice cream has been sold in the Chicago area for more than four years. The new plant will make possible vastly increased capacity and an expanded line of products.

Covering an area of about 100,000 square feet, the new structure is equipped with the latest innovations in ice cream producing equipment, machinery and design, and its annual output is expected to reach 3,500,000 gallons.

The new plant is located adjacent to the Chicago, Milwaukee and St. Paul railroad, where tank cars unload the many raw materials used in ice cream production.

Typical of the modern equipment in the plant is a fresh fruit storage room with tile walls, ceilings, and floors which are tightly sealed to protect the fruits and candies against the slightest moisture or temperature variations, and which assure complete freshness of all ice cream ingredients which come from the four corners of the world.

Other equipment at the new Hawthorn-Mellody ice cream plant includes two Mojonnier 4,000-gallon stainless steel raw material holding tanks which are insulated to maintain a temperature of thirty-four degrees.

Two innovations which will be incorporated into the ice cream manufacturing process are:

(1) Fresh cream direct from the country receiving plants in northern Illinois and southern Wisconsin will be transported daily in stainless steel tanks and shipped to the new ice cream plant where it will be pumped into huge stainless steel plant tanks for immediate use. This cream will be maintained rigidly under thirty-four de-



Call your Cherry-Burrell representative

today and start your Planned Purchasing Program . . . avoid the expense and delay of shortages on vital items such as these:

Now is the time to think about and order the supplies you'll be needing for the peak ice cream selling season. But there is no need to build up excessive inventories . . . you can reserve your supplies for automatic periodic delivery through contract purchasing from Cherry-Burrell.

Get Your Ice Cream Supplies Now Here's all you do . . .

Ask your Cherry-Burrell representative to help you estimate your supply needs for the year and have him show you how to keep a running inventory that assures a safe stock of vital supplies at all times—and anticipate needs far enough in advance to avoid shortages. Then, order those items on contract. Your supplies will be delivered on a regular, automatic schedule based on your production demands and at low prices based on your quantity requirements—that's Planned Purchasing.

CHERRY-BURRELL CORPORATION

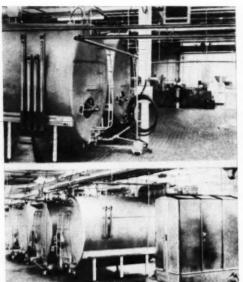


General Sales and Executive Office: 427 W. Randolph Street, Chicago 6, Ill. Milk and Food Plant Equipment and Supplies FACTORIES, WAREHOUSES, BRANCHES, OFFICES OR DISTRIBUTIONS AT YOUR SERVICE IN 56 CITIES

trendmaker in a great industry

ICE CREAM FIELD, April 1952

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nier 1,500-gallon ice cream mix holding vats; six Creamery Package flavoring tanks, each with a 1,200 gallonper-hour capacity (more than 100 different flavors will be available throughout the year); a battery of six Cherry-Burrell Vogt freezers with a total capacity of 57,600 pints an hour, in-plant transporting facilities created by M & C Conveyors; and Anderson Bros.

TWO 4000-GALLON cold wall tanks (top, left) and four 2000gallon cold wall tanks and a thirty-six tube parallel cooler (bottom, left) have been installed in new Hawthorn-Mellody plant. Below, left, is an interior view of the spacious hardening room; below, right, is the new 1000 gallon-per-hour homogenizer (fore-

ground) and the battery of mix pasteurizing tanks.

filling machines.

One of the many outstanding features of the Hawthorn-Mellody plant is the hardening room. This room, over 75,000 cubic feet in size (one of the world's largest), stores 750,000 pints of ice cream at a constant temperature of fifty degrees below zero. This assures the fast freezing necessary to preserve and protect the texture and flavor of the ice cream. Hardening room units were provided by the King Company.

The floors, walls, and ceiling of this room are twentytwo inches thick and are insulated with thick layers of cork to maintain the fifty degrees below zero temperature at which the room must be held day and night.

The ice cream laboratory at Hawthorn-Mellody is considered by leading chemists and scientists to be one of the finest in America. It is in this laboratory that all ingredients are examined and analyzed to insure perfection in the finished product. It is also in this laboratory, a mass of tubes, microscopes and other scientific and research equipment, that the ice cream is subjected to seventeen distinct and different tests.

It was Al Schricker, production manager of Hawthorn-Mellody, who supervised construction, installation and selection of all plant equipment. Mr. Schricker has long been connected with the dairy industry.

The first 10,000 pints of ice cream that rolled off the production lines at the ice cream plant were distributed to thousands of underprivileged children.

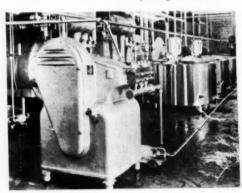
grees at all times. This differs from the conventional practice of allowing the cream to be shipped to the city plants in ten-gallon cans.

Another change in the ice cream manufacturing process will be the importation of liquid sugar. Pure cane sugar liquified in the refineries is shipped in stainless steel tanks directly to the plant where it is pumped into huge Creamery Package 40,000-pound liquid sugar holding tanks ready for use.

The milk, cream and sugar held in tanks are pumped through stainless steel pipes into a weigh tank which determines the exact measure of ingredients. This scientifically controlled operation assures perfect blending and balance of the milk, cream, and sugar.

Other important equipment includes four Mojon-





ICE CREAM FIELD, April 1952



DeLux Model lids with extra insulation to insure 100% visibility in high humidity areas are also available. Superstructure can be personalized with brand name, color transparencies, etc., and are available in sizes to fit all popular cabinets.

Superstructure or Lids may be installed separately if desired.

WRITE FOR DETAILS -

THERMACOTE COMPANY

Newark Chicago Los Angeles
301 Mt. Pleasant Avenue 612 No. Michigan Blvd. 1005 Sp. Santa Fe Avenu

Soft Ice Cream

-from page 53-

consumer likes to see the operation and this means the installation of adequate glass in the processing portion of the building.

A location convenient to the public is also most important. Usually, a location affording walk-in trade, as well as adequate space to park a number of cars, is a must. The easier the store is to reach, the sooner the customer will return

Most soft ice cream locations can be operated by the owners, possibly with the help of their children during the rush periods of the day.

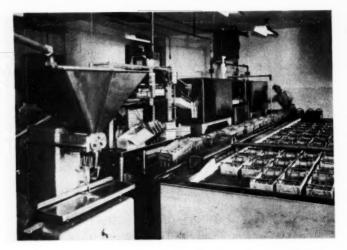
There is a wealth of information available to the individual operator of the specialty store. It's free for the asking. Many of the freezer manufacturers have advertising and merchandising material and also trained personnel to instruct in the proper operation and care of the equipment and the technique of serving. The cone suppliers have promotional material and personnel trained to help the operator purchase the proper sizes and styles of cones. Topping and flavor suppliers have laboratories and personnel available to instruct and help in the selection of proper merchandise to sell best in the location in question as well as sales material which the operator may use profitably in the location. Paper goods suppliers also aid in the proper selection of containers for the products dispensed in the establishments. There are also the dairy departments of the state universities where an individual may go for information as to mix composition, methods of sanitation and experimentation.

Many operators are using a mix containing as high as 12 percent butterfat but the majority in the freezerfresh business are using five and six percent butterfat mixes under ice milk regulations in many of the states.

Much can be said for the ice milk products of low fat content, eight percent or under. Served directly from a freezer, the finished product is smooth, cold enough to hold its form, but not too cold to enjoy. The lower fat mixes, of course, are not as fattening; this is a point in which a great number of the female population is particularly interested.

It is my belief that the aforementioned factors are the real reasons for the growth, popularity and success of soft ice cream. Why shouldn't the yearly gallonage grow under these conditions? Freezer-fresh stores are on the threshold of providing the consuming public with ever increasing amounts of delicious, nutritious

Stick Confection Hints



BY PAUL W. HAMMOND Delvale Dairies, Inc. Baltimore, Maryland

700 DOZEN three-ounce stick confections per hour are turned out on the Vitafreze equipment in the Delvale ice cream plant in Baltimore (see photo, left). The Jo-Lo seventy-twomold brine tank was engineered by Larrie Equipment Company.

HE operation of a good stick confection room takes careful planning in the beginning and continuous study of improvements necessary to give you efficient operation. I will try to cover a few of the points and the sequence of their importance.

PLANNING: To plan an operation a decision must first be made according to your volume as to the amount of dozens per hour to be produced. For example: you have decided you will need 500 dozen confections per hour. Using the maximum size mold (four ounces), 500 times forty-eight ounces, divided by 128 ounces, will show you the size freezer needed. In this case you will need at least 187½ gallons per hour. The same figures can be used to determine the size brine tank, bagging unit, packing table and hardening room necessary. The last is most important, for without adequate hardening or storage space you cannot operate economically or efficiently.

THE PLACING OF EQUIPMENT: This should be studied carefully so as to give you uninterrupted production from the time the product goes into the tank until it goes into the hardening room. In other words, there should be no wasted steps or waiting periods. The maintenance problem is of major importance. The brine solution should be checked with a hydrometer at least twice every working day. The brine solu-

tion level should be kept constant. Color, preferably blue, as this color holds up better than any other tried, should be added to the brine solution at the rate of about ¹/₄ pound of peacock blue to 300 gallons of solution, for detection of splash on the product and leaking pans. Too often this leaking is not detected until complaints start coming in from customers. All stick holders should be examined weekly to eliminate loss of product. Lubrication and maintenance charts should be kept on all machinery to eliminate breakdowns.

PRODUCTION: To gain the best production, care must be given to the temperature of the product going

PAUL W. HAMMOND, production supervisor for Baltimore's Delvale Dairies, offers in the accompanying article some sugestions by which ice creem manufacturers can achieve peak efficiency in their novelty operations.



ICE CREAM FIELD, April 1952

WRITE TODAY

AN OPEN SESAME FOR **NEW OUTLETS**

What a salesman! Howdy is an ideal "opening wedge" to line up new outlets. Retailers are quick to realize that Howdy Doody ice cream cups will be a big drawing card for their stores.

And here's another thing. If higher production costs have forced you to increase prices —then Howdy has that extra sales appeal you need. Kids want Howdy Doody and that's that! Millions of dollars worth of publicity has developed this powerful loyalty.

Here's a proved profit maker, a proved prestige builder, a proved way to sell new outlets. Write today!

ONLY ON PURITANS!

Howdy Doody Special Prints are now available only on Puritans - a long established name in cups.

PROOF OF SALES ABILITY

Howdy is already a phenomenal success selling KELLOGG'S RICE KRISPIES . OVALTINE MARS CANDY PALMOLIVE SOAP

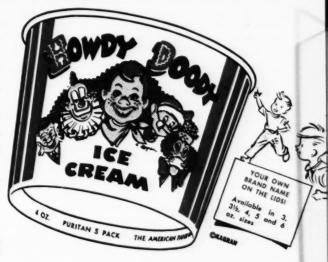
NO STRINGS ATTACHED

Buy only what you need. Deliveries as you want them, when you want them.



AMERICAN PAPER GOODS CO.

KENSINGTON CONNECTICUT . CHICAGO, ILLINOIS



BIG PREMIUM DEAL on lids

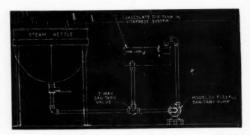
A bonanza for repeat sales! And no extra cost, no extra work for you.

FREE MERCHANDISING AIDS

Colorful window streamers available, Constant Howdy Doody publicity on TV, radio, records and comics coast to coast.

The American Paper Goods Company Kensington, Cons. OR 4711 Foster Ave., Chicago 30, III Dept. A-2 at both plants
Please send kit describing in detail the Howdy Doody special print offer. Please have representative call.
Name
Company

into the molds. Too often in liquid filling, the temperature of the liquid is between forty-five and sixty degrees Fahrenheit. This reduces the freezing time and slows operation. If said liquids can be kept at a temperature of between twenty-eight and thirty-two degrees Fahrenheit, an increase in production as high as twenty percent can result. To accomplish this, it is sometimes necessary to install a small surface cooler near the filling machine. For chocolate coated ice cream bars the temperature of the defrosting water and the temperature used in defrosting should be strictly controlled. Too often the product is dipped into the coating while wet. When this happens, bad coated bars and spoiled coating are the results. By keeping the bars as dry as possible the coating can be done easily, but even under the best conditions some moisture accumulates in the chocolate coating. This can be helped considerably by recirculating the coating at the time the dipping is in progress. With the recirculation



method (chart shown) an increase of four to seven pieces per pound of coating can be made. The greater the speed the stick confection operation the better the finished product will be. I have found that the best way to achieve this is to use a motion picture study, showing each phase of the operation. By this method we have obtained what we think to be one of the most efficient operations in this area.

Dealer Doings

-from page 30-

dealers. Each month we have a Feature Flavor and one or more Feature Specialties. In addition to these, this card carries the list of our stock flavors and our sherbets, as well as merchandising information.

A house organ-type magazine is mailed to our dealers every month. This publication contains merchandising sales points and tips, recipes for new sundaes and sodas, suggestions for fountain etiquette, etc.

Party Treats

Personalized party treats is a special promotion of the Rochester Dairy handled through the dealer and is very successful as a sales incentive. These "treats" are ice cream slices, cut six or eight to a quart, stenciled in a wide variety of designs, with whipped cream toppings in party colors, and individually wrapped. All of the standard designs such as flowers, flags, and those appropriate for weddings, baby showers, anniversaries and holidays are included as well as a host of others.

To promote this novel dessert, we distribute to selected groups and individuals our Personalized Party Treat booklet, a sixteen-page promotional piece. This booklet illustrates the variety of designs available and the personal touch the hostess can give to her party by serving a distinctive ice cream dessert at a moderate price.

Ice cream dippers offered at a bargain with the purchase of a half-gallon of ice cream are an excellent promotion, effectively used to stimulate sales.

Spot announcements on the radio keep Rochester

Dairy ice cream before the public and stress dealer service.

New radio show—"Big Jon and Sparkie"—a children's weekday program sponsored by the Rochester Dairy will offer a splendid opportunity this year for us to develop special promotions through our dealers to sell more ice cream.

Newspaper ads are all geared to promote sales for

Plant Tours

Tours through the Rochester Dairy ice cream plant are conducted, and our modern, sanitary plant is helpful in building public confidence. Many schools make arrangements to tour our plant, and free sampling of our ice cream is sponsored as an incentive to children to purchase Rochester Dairy ice cream.

A sampling booth arranged by the salesman at the dealer's store is a good ice cream stimulus. This type of demonstration is particularly desirable for store openings or remodelings, Spring and Fall Festival days and for periods when ice cream sales are especially low.

High And Low Fat Products

In addition to definite campaigns to help our dealers prepare for the coming summer season, we provide, as mentioned above, Duncan Hines ice cream, made with an exceptionally high butterfat content. Then, for those who prefer or require a high protein, low-calorie frozen dessert, we offer Hy-Lo Freezert.

This is the Rochester Dairy way of "prepping the dealers" for the hot weather season. We sincerely hope that this analysis of our policies will be of benefit to other members of the industry.

Temperature LOW, Quality HIGH

with Batavia's Patented Drainage System!



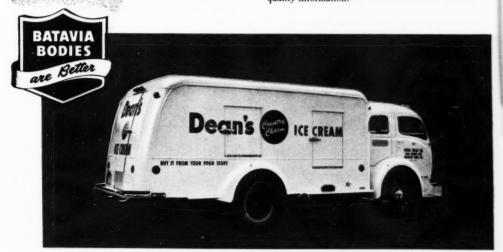
FIBRE GLASS INSULATION 6" thick in walls, 7" in ceiling, offers excellent product protection.

SPECIAL DRAINAGE SYSTEM drains all melting ice to body floor during defrosting operation.

COMPLETELY SEALED CORK 6' thick forms sub-floor and 6' riser around entire body.

FLOOR DRAINS provide rapid outlet of water from body floor.

Every low temperature body has a "dew" point where ice forms within the body walls. But Batavia licks this problem with a Patented Drainage System — permitting the moisture to drain during defrosting. It's temperature low, quality high, with every Batavia refrigerated body! Let a Batavia body consultant explain the SURER temperature control made possible by this refinement. No obligation, just a wealth of quality information!



Only the Best goes into Batavia

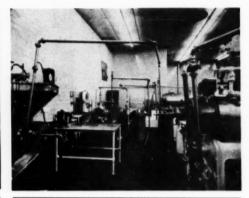
BATAVIA BODY COMPANY, BATAVIA 3, ILLINOIS

ICE CREAM FIELD, April 1952

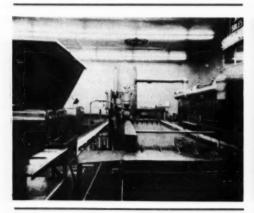
SEALTEST OPENS WEW PLANT



SOUTHERN DAIRIES recently opened a new dairy plant in Winston-Salem, North Carolina. Views of the ice cream department, the laboratory and the plant exterior are seen on this page. Just above are shown the mix flavor tanks (left) and the refrigerated holding tanks (right).



CONTINUOUS FREEZERS (above) receive the liquid mix from the holding tanks and convert it into a semi-solid prior to packaging. When packages are sealed, they go by conveyor to the hardening room. Capacity of the ice cream producing equipment exceeds 3,000,000 gallons per year.



COMPLETELY AUTOMATIC novelty manufacturing operation centers around the brine tank, above. This equipment is typical of the modern machinery installed in the new Southern Dairies plant, built at cost of more than \$1,500,000. The plant serves about fifty communities in the Winston-Salem area.



SPACIOUS LABORATORY is located on the second level of the Winston-Salem plant, as is all milk and ice cream processing equipment. On the lower level are soda fountain for training, offices, engine and boiler rooms, truck repair shop, and employee cafeteria and recreation room.

"Here's how our stops net an extra \$75 to \$85 monthly,"



Self-contained double-row cabinets, 25- to 65-gal. bulk capacities; single row, 15- and 20-gal. 5 popular remote models, 3 open top, 1 sliding glass top Zero Self-servers, in capacities from 126 to 252 average brick qts.

You get these features only on Frigidaire Cabinets

- Exclusive Frigidaire Clog-proof Condenser doesn't require periodic cleaning—eliminates overheated motors, switch and relay failures, excessive running, and inadequate cabinet temperatures.
- Thrifty Meter-Miser, simplest refrigerating mechanism ever built—provides oceans of cold on a trickle of current. It's backed by a 5-Year Warranty.
- Improved method of applying refrigerant tubing wraps constant cold around product—top to bottom.
- Rigid sealed-in-steel cabinet construction is designed for years of trouble-free service.

says New York Ice Cream Manufacturer.

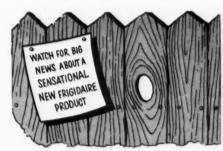


"We've certainly found that Frigidaire Ice Cream Cabinets are natural sales builders," says Monty Allen, owner of Schoharie Valley Ice Cream, Cobleskill, New York. "Our stops agree that these cabinets give them

more plus business with no effort on their part. Yes, in 22 days of business one Frigidaire Cabinet in a store or independent grocery in our town will usually net the owner an extra \$75 to \$85 on packaged ice cream alone!"

And, besides, Frigidaire cabinets are mighty economical to operate. We've only had one service call on our 30 Frigidaire Cabinets—some of them 4 years old."

Phone today for information on Frigidaire Ice Cream Cabinets. Ask, too, for Frigidaire's free Refrigeration Security Analysis of your refrigeration costs. Call the Frigidaire Distributor or Factory Branch that serves you. Look for the name in the Yellow Pages of your phone book, under "Refrigeration Equipment." Or write Frigidaire Division of General Motors, Dayton I, Ohio. In Canada, Leaside (Toronto 17), Ontario.



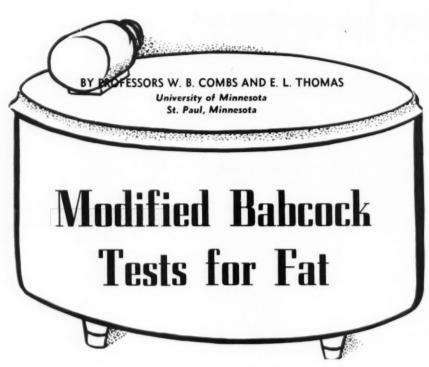
FRIGIDAIRE America's No.1 Line of Ice Cream Cabinets



Frigidaire reserves the right to change specifi-

Equipment for Soda Fountains • Freezers • Hardening Rooms and Trucks Beverage Coolers • Milk Coolers • Zero Self-Servers • Air Conditioners Ice Makers • Display Cases • Cooling Units • Water Coolers • Compressors

ICE CREAM FIELD, April 1952



AN the per cent of fat in ice cream be determined I by one or more of the proposed modified Babcock procedures? This is a question that has been brought to staff members of the University of Minnesota's Dairy Division on numerous occasions. Such inquiries have come from large as well as small plant operators. Many insist that the methods proposed are not suitable for their use, yet some very excellent work has been reported in the literature. The student of this subject is well acquainted with such well known methods as the Overman-Garrett test (3), the Minnesota test (1), the Crowe or Nebraska test (2), the Pennsylvania method (1), and the more recently published method suggested by workers (4) at Illinois using a mixture of perchloric acid and glacial acetic acid.

A careful study of the data presented to support such tests as the Crowe or Nebraska test will convince the most critical that the author (Dr. L. K. Crowe) made a most exhaustive study of the procedure introduced. Much the same may be stated for the workers who presented the Overman-Garret test, the Pennsylvania test and the Perchloric acid-acetic acid test.

To be acceptable to the practical operator, any modified Babcock procedure placed in his hands must be simple and accurate. One possible objection to some of the modified tests introduced to the industry is that when placed in the hands of the practical man, they fail to yield accurate results. This is mainly because the operator fails to recognize certain precautions which the author has warned against. Thus it becomes very important that any test placed in the hands of the practical operator must be very nearly "fool-proof."

To throw further light on the relative accuracy of some of the most accepted methods of fat analysis by modified Babcock procedures, a study of this problem was introduced in the laboratories of the manufacturing section of the Dairy Division of the University of Minnesota. The work reported herein is but a fraction of that which has been conducted and further reports on observations may be expected.

Procedure

Two types of frozen vanilla ice cream were selected for comparative analysis. One of these ice creams was classed as a "commercial ice cream" conforming with the Minnesota State standards and containing approximately twelve per cent of milk fat, while the second was classed as an "extra rich" ice cream, containing approximately seventeen per cent of milk fat. In addition, vanilla flavored ice milk containing approximately five per cent of milk fat was subjected to analysis.

After transferring the samples to the laboratory, the ice creams and the ice milk were permitted to melt at room temperature (according to the official method (1)) after which they were analyzed for milk fat by

the following methods: the Mojonnier, the Minnesota test, Overman-Garrett test, Perchloric acid-acetic acid test, the Crowe or Nebraska test and the Pennsylvania test. Eight determinations for milk fat were made by each of these methods on each sample.

The standard procedure for the operation of the Mojonnier was used in determination of the fat by this method. The technique recommended for the modified Babcock procedures was followed as closely as possible by Mrs. Martha Hilgeman, experienced laboratory technician who is stationed in the laboratory of the Division. Glassware was carefully calibrated before being used in the trials. Very early in the work difficulty was experienced in obtaining check determinations with the Perchloric acid-acetic acid method. On the advice of Smith (5) of Illinois this mixture was changed to one of forty parts by volume of seventy-two per cent of perchloric acid and sixty parts by volume of glacial acetic acid.

Very early in the work it was found that the laboratory technician was able to make determinations by the Mojonnier method which checked to the first decimal place consistently. It was therefore deemed unnecessary to make eight determinations by this method though this procedure was followed for a portion of the work here reported. In most comparisons, duplicate Mojonnier determinations were made.

Results

According to the analysis by the Mojonnier method, the ice milk contained 4.97 per cent of milk fat and the ice creams 12.1 and 17.14 per cent, respectively. When the ice milk sample was tested by the various modified Babcock procedures, the following results were obtained: Average per cent of fat by the Minnesota test, 4.5 per cent; Overman-Garrett, 4.6 per cent; Perchloric acid-acetic acid, 4.5 per cent; the Crowe or Nebraska, 4.6 per cent and by the Pennsylvania test 5.2 per cent. The results showing the range of tests obtained and the average variation from the Mojonnier are shown in Table 1. It will be observed that when applied to a low fat product the Perchloric acid-acetic acid method showed the greatest average variation as compared with the analysis made by the Mojonnier. With the exception of the Pennsylvania test the average results noted were lower than the results obtained by the Mojonnier. The results obtained by the Pennsylvania test were higher than those obtained by the Mojonnier, an observation that was also noted when this test was applied to the standard ice cream and the "extra rich" ice cream. The average variation, however, of the Pennsylvania test from the Mojonnier when applied to ice milk was but 0.18 per cent, indicating that this procedure checks more nearly with the results obtained by the Mojonnier method than any of the modified procedures used in this trial.

The results obtained when the tests were applied to the standard ice cream indicate that the average analysis for all tests, excepting the Pennsylvania, checked very closely with the test of 12.1 per cent by the Mojonnier. The average of eight determinations made by the Pennsylvania test was 12.5 per cent. The eight determinations by the Pennsylvania test showed a range of variations from the Mojonnier of +0.30 to +0.60with an average variation from the Mojonnier of 0.40 per cent. Clearly this method yields results that are too high in comparison with the results obtained by the Mojonnier. In this instance, the results obtained by the Crowe or Nebraska method checked very closely with those obtained by the Mojonnier method. The average

	TABLE 1	
Analysis of ice milk and vanilla ice creams	or butterfat by the Mojonnier versus	some Modified Babcock methods.

Products Tested	Methods					
	Mojonnier	Minnesota Test	Overman Garrett	Perchloric Acetic	Nebraska or Crowe	Pennsyl- vania
Ice Milk	SUN SULES		是加克斯拉斯斯等	AND THE SECOND	STATE OF THE PERSON NAMED IN	
Average test (%)1	4.97	4.5	4.6	4.5	4.6	5.2
Range of variations from Mojonnier (%)		-0.37 to	-0.27 to	-0.37 to	-0.17 to	+0.13 to
		-0.57	-0.37	-0.67	-0.47	+0.23
Average variation from Mojonnier (%)2		0.49	0.33	0.52	0.36	0.18
Standard ice cream	NO WINDS		NOTE OF THE PARTY.			
Average test (%)1	12.10	12.1	12.1	12.2	12.2	12.5
Range of variations from Mojonnier (%)		-0.50 to	-0.30 to	0 to	0 to	+0.30 to
		+0.30	+0.30	+0.20	+0.1	+0.60
Average variation from Mojonnier (%)?		0.18	0.18	0.11	0.09	0.40
High-fat ice cream	The state of the state of					(1)(1)(1)(1)(1)
Average test (%)1	17.14	17.4	17.5	17.6	17.4	18.05
Range of variations from Mojonnier (%)		+0.06 to	+0.26 to	+0.36 to	+0.06 to	+0.86 to
		+0.56	+0.46	+0.56	+0.36	+1.06
Average variation from Mojonnier (%)2		0.26	0.39	0.46	0.22	0.91

adings are averages of at least duplicate determinations.

cock test readings are averages of 8 determinations in each case

Everyone
WILL ENJOY

Your

ICE CREAM

AND
SHERBETS

You

MAKE THOSE DELICIOUS DESSERTS WITH



CLINTOSE (DEXTROSE)
CORN SYRUP
CORN SYRUP SOLIDS

CLINTON FOODS INC

variation of eight determinations by the Crowe test was but 0.09 per cent when compared with the Mojonnier. The range of these variations were 0 to +0.10 per cent. The results obtained using the Perchloric acidacetic acid procedure also were observed to check very closely with the results of Mojonnier procedure when applied to standard ice cream. The average variation from the Mojonnier of the eight determinations by this procedure was 0 to +0.20 per cent. Such a variation as noted in this instance is within the limits of accuracy one might expect using a twenty per cent test bottle graduated in 0.20 per cent divisions. The results here reported with the Minnesota and Overman-Garrett tests show an average variation from the Mojonnier of 0.18 per cent. Attention is directed to the range of variations of the eight determinations of -0.50 to +0.30 per cent by the Minnesota test. Though the average variation from the Mojonnier of the Minnesota test was but 0.18 per cent, the wide variation among results obtained on the same sample raises some doubt as to the reliability of this method when applied to a standard ice cream testing about twelve per cent of milk fat.

The results obtained on high-fat ice cream by the modified Babcock methods used in this study were, in every instance, significantly higher than the results obtanied by the Mojonnier method. This ice cream, according to the analysis by the Mojonnier method, contained 17.14 per cent of milk fat. The average of eight determinations by the modified Babcock procedures was as follows: by the Minnesota, 17.4; the Overman-Garrett, 17.5; the Perchloric acid-acetic acid, 17.6; the Crowe or Nebraska, 17.4 and by the Pennsylvania test, 18.05 per cent. Of the modified procedures, the Crowe or Nebraska method would appear to yield the most accurate results when compared with results obtained by the Mojonnier. This statement is based on the observation that in this trial the range of variations noted on making eight analyses was +.06 to +0.36 with an average variation from the Mojonnier of 0.22 per cent. A study of the data shown in Table 1 reported on the high fat ice cream will make clear the relative accuracy of the remaining modified tests as compared with the Mojonnier.

Discussion

A practical modified Babcock procedure for the determination of milk fat in ice cream is very much needed. Even in those plants where a Mojonnier tester is available it is possible that on numerous occasions a modified Babcock test might be used to save time of the laboratory technician. The chief difficulty to date with the majority of the proposed modified Babcock methods is that they are not sufficiently "fool-proof" to assure their reliability under practical conditions. When using any of the proposed procedures, directions as to the strength and amount of reagent, time of heating, etc., must be rigidly followed in order to

obtain consistent results. For example, when using the Minnesota test, clear, easily read, fat columns will invariably appear on the completion of the tests; however, should an operator, for example, slightly overheat the sample, he may find this sufficient to materially affect the reading. The Minnesota test requires a number of reagents which may offer some problem to the practical operator; and, too, it contains a volatile compound which makes necessary the observing of special precautions relative to conducting the test and storage of the reagent. Likewise, the Overman-Garrett and the Crowe or Nebraska tests require several reagents, some of which are volatile compounds. Very much the same criticism can be made of the Pennsylvania test. The most simple modified test, in the opinion of these writers, that has been suggested to this date is the Perchloric acid-acetic acid test. The reagents required are quite easily obtained and can be prepared well in advance and held in the laboratory without danger of volatilization. The test apparently is quite accurate when applied to a standard ice cream mix containing around twelve per cent of milk fat. It apparently yields results which are too high when applied to high fat ice cream mix. In case of an ice milk the results obtained by this method are low. It would appear, therefore, that when testing a low-fat ice milk, the Pennsylvania method is more accurate than the other modified procedures under consideration.

In making a modified Babcock test for fat in ice cream it should be kept in mind that the accuracy of a given test is not only dependent upon the reagents and procedure used but also upon the accuracy of the equipment. The operator must use standardized glassware, accurate scales and accurate weights. It is recommended that only those completed tests showing a normal fat column should be read or accepted. Furthermore, it is without question advisable when adopting one of the modified tests, to check the reliability of the test when performed under the conditions as they exist in your laboratory. This can be done by sending samples of mix to a reliable laboratory.

AUTHORS' NOTE

Since the preparation of this article for publication, it has been learned that modifications of the original Perchloric acid-acetic acid method have been proposed. Through a personal communication with Dr. P. H. Tracy of the University of Illinois, it has been revealed that a modification suitable for high and medium fat mixes and another for low fat mixes have been developed which overcome some of the difficulties previously encountered. These procedures were published in the November, 1951, issue of ICE CREAM FIELD.

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 Overman, O. R., and Garrett, O. F. A Non-Acid Babcock Method for Determining Fat in Ice Cream. Ill. Agr. Exp. Sta. Bul. 360. 1930.
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in Tastes

When Mrs. Consumer smacks her lips and says, "My, this is good ice cream," she is basing her opinion strictly upon taste.

It's the smart ice cream manufacturer that respects her opinion. Flavor is the greatest single influence on repeat sales. Flavor is a sales magnet. And more people are attracted by vanilla than by all other flavors combined. That is why it is so important that you standardize on a uniform, full flavored vanilla . . . a vanilla that creates a sales-winning flavor personality for your ice cream.

NORTHVILLE IS THAT VANILLA. From the careful selection of choice prime vanilla beans through each laboratory and processing procedure, Northville never loses sight of its objective . . . to please YOUR customers and keep them asking for your brand.



ANILLAS . CONCENTRATES . COMPOUNDS ALSO VANILLA FORTIFIED WITH VANILLIN

NORTHVILLE LABORATORIES

Incorporated

Northville

Michigan



Overseas Advice?

One of our subsidiary plants located in a foreign country is very much interested in going into the ice cream manufacturing business. It has contacted our main offices here requesting help before undertaking this new venture.

This overseas country has available cream with 45% butterfat, whole milk with 3.5% butterfat, and dried milk with 30% butterfat. A formula for the producing of 10% butterfat bulk ice cream is desired.

Your consideration and advice on this matter will be greatly appreciated, as it will help in introducing ice cream in another section of the world.

Answer

84

I have calculated a 10% ice cream mix for your client in a foreign country, recently requested, and have figured the composition should be about 10% butterfat, 12% solids-notfat, and 15% sugar, and 0.4% stabilizer, depending of course upon the stabilizer used.

This formula is as follows:

	Pound
45% Cream	11.8
3.5% Milk	64.8
Dry Whole Milk	8.0
Sugar	15.0
Stabilizer	0.4
Total	100.0

This should make a very satisfactory 10% ice cream,

Low Fat Products?

I am doing graduate work and am primarily interested in ice milk and other frozen desserts with low fat contents.

Could you please send me your booklet on manufacturing of ice cream and ice cream products? And, if you could send me some formula suggestions for ice milk and other frozen desserts, I would greatly appreciate your help.

Answer

I am sending under separate cover a bulletin describing the manufacturing of ice cream. As to suggested formulas for ice milk and other frozen desserts, I can only suggest the composition because I do not know the materials you would have available for making these mixes.

would have available for making these mixes.

Ice milks run from 4% to 6% butterfat, depending upon standards, of course, and what is desired. A great many of the soft frozen products of the ice milk variety are around 6% butterfat.

A good product would contain about 6% butterfat, 13 to 14% serum solids, 15% sugar, and stabilizer to suit.

Shrinkage Problem?

The enclosed formula is submitted to you to see if you can find any reason why it should be inclined to shrink.

This mix is prepared in a coil type pasteurizer and pasteurized at 165 degrees F. for thirty minutes. Homogenized at 2000 pounds pressure in a single stage homo, cooled to forty degrees F. before freezing. The product is drawn out at 22 degrees F. at ninety percent overrun. This product is stored in coil type hardening room at —10 degrees F. to —15 degrees F. Turnover is once each week.

The product shows slight shrinkage in the hardening room, more pronounced on trucks and in cabinets.

Truck's temperature is -7 F. Cabinet temperature is +5 degrees to +10 degrees F.

Answer

I am sorry that you are having shrinkage again in your chocolate ice cream. I see nothing wrong with your processing or your formula except you are using sweetened condensed, which we have found often accentuates shrinkage.

I believe cabinet temperatures of 10° would not be cold

I believe cabinet temperatures of 10° would not be cold enough for your ice cream with such high sugar content, but others hold ice cream that high without shrinkage.

I suggest you drop the sweetened condensed and use superheated again and see what happens. Also, I believe I would have the mix cooled to a temperature lower than 40° before freezing. If you possibly can, have the mix around 32 to 34°. Some have found that this helps prevent shrinkage.

16% Mix?

We'd like to have a 16% butterfar mix. The following are the ingredients we are going to use:

No. 1	No. 2
40% Cream	40% Cream
4% Milk	4% Milk
Sweetened Condensed Skimmilk	Skimmilk Powder
Sugar	Sugar
Stabilizer	Stabilizer
Egg Yolk	Egg Yolk

Answer

I am suggeting as a 16% butterfat mix one that will contain 16% fat, 10% serum solids, 15% sugar, 0.3% stabilizer, and 0.5% dried egg yolk. Since I am not familiar with the type of stabilizer you are using, perhaps you will have to experiment and if the ice cream is not of the desired texture, either raise or lower the stabilizer content,

Below you will find two mixes, one containing sweetened condensed skimmilk and the other containing dry skimmilk:

No. 1		No. 2	
40% Cream	36.0	40% Cream	35.8
4% Milk	39.0	4% Milk	44.1
Sw. Cond. Skim	15.4	Dry Skim	4.3
Sugar	8.8	Sugar	15.0
Stabilizer	0.3	Stabilizer	0.3
Dry Egg Yolk	0.5	Dry Egg Yolk	0.5
	100.0		100.0

Churning Problem?

Hope you can help me solve a churning problem. I manufacture and sell soft ice milk which tests 7% fat, 11.5% S.S.N.F., 15% sugar and .38% stabilizer. It is not always that I have trouble churning, just at times. Was wondering if acidity could cause that condition.

The dairy contends its homogenizer is working properly. What would be the proper pressure to use? This formula gives me a wonderful product; I'm pulling it from the freezer at 16° with 35% overrun. I would also like to manufacture a low overrun 12% mix, but when I do I also have trouble with it churning. These products are made with fresh cream. The speed of my freezer is only 45 R.P.M. so I don't think that is too fast.

If you could give me any information as to how to avoid this condition, I'd be very thankful.

Answer

The churning problem frequently is a serious one in the manufacture of soft frozen desserts. You did not state what type of freezer you had but I assume that at times your machine is running on automatic, and when business is not particularly good the freezer starts up and stops quite frequently. This constant beating has a great deal to do with the churning out of the fat.

Then the low temperature at which you are drawing the ice cream, 16°, is conducive to churning. Of course, this temperature is very desirable from the standpoint of serving, but as mentioned, is conducive to the churning condition.

There are times when a mix may not have been properly homogenized. But, for the most part, most of the mixes are well homogenized and the fault lies probably in the freezing.

I have studied this problem somewhat and have found that, on certain occasions, a mix will churn out a little sooner than on other occasions and yet the mixes had apparently been handled exactly alike.

I have set a freezer on automatic so that it has frozen to as low as 16° and frozen on automatic practically all day

without a bit of churning. Then on the other haid, the same mix has churned in about 3½ hours. This was an experiment in which the same ice cream mix was in the freezer on automatic during all that time.

I think the freezer and the temperature are the big factors in this condition.

I know one large operator of soft ice cream who serves all of his ice cream from cans. He draws off the ice cream into cans and then serves it soft from the cans, which are properly refrigerated, directly in front of the freezers. In this manner his ice cream is always the same whether he is busy or not, and this particular outlet that I am thinking of does a land office business and is one of the most successful ones in my section of the country. I have known him to sell as much as 300 gallons of mix on a Sunday.

By serving directly from containers in the soft condition,

this man's machines are never operating on automatic set-

Sandy Maple Ice Cream?

tings. If they are, it is only for a very short time.

We make a mix containing 14% butterfat, 38% total solids. We are using 38 to 40 pounds of plain pecan pieces in 92 gallons of maple ice cream.

We are having complaints of sandy maple ice cream. Is it possible that we might be using too many pecans, causing the ice cream to go sandy in the cabinets at stores?

Answer

Ordinarily nut ice cream becomes sandy quicker than vanilla, chocolate, or other plain ice creams. This is particularly true if the nuts are not buttered or treated on the surface. The amount of nuts you are adding is less than 5%

The 1952 Sani-Ser with a new exclusive the ECONOMA SELECTOR

Your cost of operation is reduced by a simple twist of the ECONOMATIC SELECTOR dial. This automatic control, the rine ECONOMATIC SELECTOR diel. This automatic control, the ECONOMATIC SELECTOR, is another "first" exclusive with Sani-Serv. Now featured an all 1952 models, it serves to prova new degree of controlled product quality, reduces the number of starts and stops of the freezer, and does away with the extra strain carried by other units. with the extra article of the periods, it assures the greatest possible economy of operation.

The ECONOMATIC SELECTOR is the newest of the great

Sani-Serv features — which also include noiseless automatic operation, lifetime stainless steel construction, 3 h.p. dasher drive motor. Increase your profits in '52 with soft in frozen custard, ice milk, sherbets, water

ices, and other freezer-fresh products ufactured by and dispensed by Sani-Serv, America's foremost continuous direct draw freezer. Write for complete details about the 1952 Sani-Serv, now equipped with the ECONOMATIC SELECTOR.

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of your total weight, and this is not an excessive amount by any means.

If you were to use butter pecans instead of the plain pecans, you would not have the difficulty so readily as you are having at the present time.

Another means of overcoming the condition would be for you to soak the nuts in the maple syrup that you are adding, for the maple ice cream. If you are adding maple syrup, soak the nuts in the maple syrup overnight. This will prevent the difficulty, but at the same time will give you a nut which is not as crisp and one which will be more soggy in nature.

I think the best way for you to overcome the condition you are having is to use butter pecans.

"Wet And Heavy" Mixes?

We have always used sweet plain condensed milk, sugar: and 29% S.S. for our ice cream mixes. We recently have started using plain skim condensed 90# to the can, 30% S.S. Since using this, we have been getting complaints that our mixes fall back, and are wet and heavy.

Does plain skim condensed need special stabilization? No other change was made in our formula. Would you not say that plain condensed gives a cleaner flavor to the mix? Would you suggest using half and half as a source of serum solids?

Answer

Actually there should be no difference to speak of between sweetened condensed milk and plain condensed milk in ice cream. Of course, you must know the exact solids in all cases so that you can calculate the mixes correctly. There would be a difference, however, if you changed from sweetened condensed to superheated condensed. Superheated cornersed will give a heavier and better bodied ice cream.

Address your technical questions to Dr. C. D. Dahle, % Ice Cream Field, 19 W. 44 St., New York 36, N. Y.



So far as the wetness is concerned, this I cannot understand, unless the composition of the mixes is not exactly the same, due to a difference in the condensed milk composition.

As far as the flavor is concerned you should get an excellent flavor from both sweetened and plain condensed if they are of good quality. The superheated condensed milk might give you a little higher cooked taste than the other two. The whole thing hinges on quality.

I would not bother to mix the condensed and use half of one and half of the other for the serum solids. I think if you get good high quality plain condensed skimmilk you will have no difficulty whatever in making good ice cream. Superheated condensed skimmilk would give you a better bodied ice cream, however.

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ERY STORE

in a busy grocery store???
???

That's right friends, Limpert's Sun-D-Cup puts that extra snap into package sales that will amaze you and your customers.

Keep in step with the times . . . factory filled Sun-D-Cups make the perfect package sundae . . . the answer to competitive merchandising . . . a combination package the super markets will love . . . mass produced for mass selling

. . . packed with Limpert's famous toppings that makes 'em come back for more!

Limpert's Sun-D-Cup is *not* a "flash novelty"; in its fourth year of sales-proved success, the Sun-D-Cup is a year round standard that means repeat sales.

Wire or call for complete merchandisingproduction plan!

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Coming Events

APRIL 24—Purdue University, Lafayette, Indiana; Ice Cream Institute. Information available from Professor H. W. Gregory of the school's Department of Dairy Husbandry.

APRIL 23-24 — Hotel Commodore Perry, Toledo, Ohio; annual midyear conference of the National Association of Retail Ice Cream Manufacturers.

MAY 5-9—Navy Pier, Chicago; National Restaurant Show.

MAY 6-7—University of Illinois, Champaign, Illinois; High Temperature, Short Time Pasteurization Conference. Details available from R. K. Newton, the school's supervisor of conferences.

MAY 12-14—Pocono Manor, Pennsylvania; annual convention and outing of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

MAY 25-28 — Hotel Edgewater Beach, Chicago; annual convention of the Flavoring Extract Manufacturers Association.

JUNE 11-13—Hotel Casablanca, Miami Beach, Florida; annual convention of the Florida Dairy Industry Association.

JUNE 16-JULY 3—Massachusetts Institute of Technology, Cambridge, Massachusetts; food technology course. Information available from Professor Bernard E. Proctor of the school's Department of Food Technology.

JUNE 20—Aronomink Country Club, Philadelphia; annual outing of the Philadelphia Dairy Mixers.

JUNE 24-26—University of California, Davis, California; annual meeting of the American Dairy Science Association.

JULY 24—Anderson Country Club, Anderson, Indiana; annual outing of the Indiana Dairy Products Association.

AUGUST 7-8—Grove Park Inn, Asheville, North Carolina; annual summer meeting of the North Carolina Dairy Products Association.

AUGUST 3-5—Hotel Greenbrier, White Sulphur Springs, West Virginia; annual convention of the West Virginia Dairy Products Association.

SEPTEMBER 14-17—Chicago, Illinois; annual convention of the National Automatic Merchandising Association.

SEPTEMBER 15-17 — Whiteface Inn, Whiteface, New York; annual convention of the Association of Ice Cream Manufacturers of New York State.



store competition make ghosts out of once-profitable fountain operations. Popular specialties like soft ice cream, frozen custards, milk shakes and malts served fresh from a SWEDEN Speed Freezer quickly build new volume, stimulate both soft-serve and factorypacked ice cream sales.

You and your dealers will find new merchandising incentive in SWEDEN's stretching of ice cream profit margins. Food and labor costs are cut sharply ... you control portions and consistency. Milk shakes are made 6 to 8 times faster with less labor.

For details from your local dealer refer to classified phone listing "Ice Cream Freezers;" or write, wire or phone

Model 1-130A20. Double head continuous freezer. Completely automatic operation for continuous production of soft ice cream, malts and shakes. Rotary switch over each head permits controlled feeding of mix into cylinder.

SWEDEN can help you meet and beat—your sharpest competition with models designed for installation in existing stores

SWEDEN SPEED FREEZERS

SWEDEN FREEZER MANUFACTURING CO.

THE FOUNTAIN FREEZER

Dairy Foundation Convenes, Re-elects All Officers

MIRY Suppliers' Foundation, Inc. held its first annual meeting at the Congress Hotel, Chicago, on March 4 and 5. Thirty-eight members from all parts of the country, in addition to a number of guests, were present. Meetings of the Board of Directors were hold prior to and following the membership meeting.

Matters of general interest to the dairy industry were discussed and particular emphasis was placed on improving the various services which retail distributors of dairy equipment and supplies may render their customers. Consideration also was given to various means of providing more effective sales and service facilities for manufacturers represented by members of the Foundation.

All officers and members of the Board of Directors who served the Foundation during its first year were unanimously re-elected as follows:

President, R. D. Britton, Wisner Manufacturing Corporation, New York, New York; Vice President, G. R. Olson, Lincoln Equipment, Inc., St. Paul, Minnesota; E. K. Bame, United Dairy Machinery Corporation, Buffalo, New York; W. A. Barrett, Fort Wayne Dairy Equipment Company, For Wayne, Indiana; J. R. Cox, J. R. Cox Company, Nashville, Tennessee; V. Earnheart, Crouch Dairy Supply Company, Inc., Fort Worth, Texas; S. H. Perkins, Inter-State Dairy Supplies, Inc., Seattle, Washington; R. H. Risdon, Bingham and Risdon Company, Green Bay, Wisconsin; Joseph L. Rosen, Illinois Creamery Supply Company; Chicago; and W. P. Schwartz, Coast Creamery Equipment Company, Sacramento, California.

Lester D. Stickles of McLaughlin, Stickles & Hayden, New York, was reappointed Counsel. Ralph L. Young was reappointed Executive Vice President. The office of Dairy Suppliers' Foundation, Inc., is at 326 West Chelten Avenue, Philadelphia 44, Pennsylvania.

Texas Group Elects Richards

JOHN RICHARDS of the Hygeia Milk Products Company of Harlingen was elected President of the Dairy Products Institute of Texas, at the group's forty-fourth annual convention, held February 24 to 26 at the Hotel Texas in Fort Worth. He succeeded Mart G. Pederson of El Paso.

George M. Clarke of Austin was re-elected Executive Vice-President. E. A. Moeller, Superior Dairies, Austin, was elected Treasurer.

Thirteen dairy products men were named to the Board of Directors. Elected to two-year terms were Earle Cabell, Cabell's, Inc., Dallas; J. E. Carter, Fairmont Foods, Wichita Falls; Mr. Moeller; H. C. Vandervoort, Vandervoort's, Inc., Fort Worth; L. M. Knowlton, Knowlton's Creamery, San Antonio; Earl Collins, Bell Ice Cream and Milk Company, Lubbock; Dan Dillingham, Banner Dairies, Abilene; R. G. Muckleroy, Jr., Nacogdoches Ice Cream Company, Nacogdoches; Paul Youngdale, Dairy Maid Ice Cream Company, Beaumont; and Floyd Jensen, Pure Milk and Ice Cream Company, Waco.

Three others were elected to fill vacancies caused by death,

DAIRY PRODUCTS Institute of Texas officers for 1952 are, left to right, E. A. Moeller, George M. Clarke, and John Richards.



ICE CREAM FIELD, April 1952



Bastian-Blessing Fountain Equipment Spurs Volume in 14 Retail Ice Cream Stores

Twelve years ago, Mr. & Mrs. H. F. Wall equipped their five Peninsula Dairy Stores and nine Rosedale Dairy Stores in the Chesapeake Bay region of Virginia with Bastian-Blessing fountain equipment. To handle their increased ice cream sales and growing demand for food service, they have been modernizing these stores with newer equipment since that time.

Among their primary objectives always has been the maintenance of top quality in their ice cream and top speed in their service. Ample evidence of public recognition of these desirable features is the weekly sale of 2500 gallons of ice cream through these stores during spring, summer and fall.

The modernized store shown above is typical of the eye-appeal and profitpower made possible with new Bastian-Blessing equipment. Here you see a 40-gallon soda fountain with matching sandwich unit and other equipment to provide the most efficient ice cream and food service with minimum help.

You, too, can boost the sale of your ice cream when you have the equipment designed right for the job. For details, see your nearby distributor, or write The Bastian-Blessing Company, 4205 W. Peterson Ave., Chicago 30, Ill.

BASTIAN-BLESSING

Qualified Sales & Service Outlets in All Principal Cities

ICE CREAM FIELD, April 1952



PREMIUM FEATURES

- Food insets in sealed-off cold pan
- Handy no-stoop door latch 13" cutting board above plate shelf
- 4. Big bread drawers and to aster space 5. Stainless steel, lighted refrigerator

New 12-page catalog S-710 on Cold Food Equipment describes many sandwich and food display units. Write for your free copy today.





1952 BOARD of Directors of the Dairy Products Institute of Texas includes, standing, left to right: George M. Clarke, Floyd Jensen, Jim C. Wilson, E. O. Wuttbach, G. M. Lasater, E. J. Graff, Paul Youngdale, Roy Stamps, Earle Cabell, Loy Gandy, R. G. Muckleroy, Jr., Dan Dillingham, and Rudy Hellman. Seated, left to right: A. F. Madison, J. E. Carter, Mart G. Paderson, John Richards, A. E. Moeller, and L. M. Knowlton, Other directors, not shown in photo, are Lindsley Waters, Jr., H. C. Vandervoort, and Earl Cellins.

plant closure and transfer to out-of-state. The three new directors are G. M. Lasater, Falfurrias Creamery Company, Falfurrias; Rudy Hellman, Farmer's Marketing Association, Muenster; and Jim C. Wilson, Borden Company, Dallas.

A. E. MacKinstry, Owens-Illinois Glass Company, Dallas, was elevated to the Presidency of the Texas Longhorns, dairy products suppliers' organization.

W. E. Boswell, Aluminum Company of America, Dallas, who has been Secretary, was named Vice President. C. P. "Al" Smith, Pollack Paper Company, Dallas, was elected Secretary.

In a key convention address, M. L. Finneburgh, Liquid Carbonic Corporation, Chicago, declared that the dairy products industry is now producing "perfect" ice cream, but still has the world to conquer in the merchandising of that prod-

Mr. Finneburgh, who also is Chairman of the executive committee of the Soda Fountain Manufacturing Association, said the production and consumption of 1,000,000,000 gallons of ice cream per year was still possible. This was the goal set in 1946 when the nation consumed about 700,000,000 gallons. Since 1946, consumption has dropped to about 500,000,000 gallons a year.

Most of the ills of the dairy products industry in Texas and in the nation as a whole were caused because members are dodging responsibilities and "passing the buck," M. G. Van Buskirk of Chicago, Executive Secretary of the Illinois Dairy Products Association, told the convention. Mr. Van Buskirk urged the 500 delegates to avoid trying to take the easy way out to solve problems, to think ahead before problems arise, and to sell new customers rather than trying to grab consumers away from competitors.

400 Attend New York Party

The fifteenth annual open house party of the Ice Cream Supply Men's Club of Metropolitan New York was held March 19 at the Hotel Astor in New York City. About 400 persons attended.

Highlights of the affair were a pre-dinner cocktail party, a festive dinner, introduction of the group's new officers, and professional entertainment.

Alex M. Brown of the Cherry-Burrell Corporation, and First Vice President of the supply organization, served as Chairman of the entertainment committee for the party.

NEW YORK Supply Men's Club held its fifteenth annual open house party last month at the Hotel Astor in New York City. Pictured there by the ICE CREAM FIELD man were, left to right:

Ist ROW: Earle Sutphen of Creamery Package and Ted Heidenreich of Lily-Tulip; Hans P. Kessler and Paul Adams of Givaudan Flavors, Inc.: a congenial table was comprised of George Armstrong of Mathieson Chemical, Charles Smith of Swift and Company, Percy Storr of Food Materials Corporation, Tom Gilder of Swift and Company and E. S. Jeltrup of Mathieson; in the official greeting party were William Rabin of Empire Biscuit, John Goldhamer of Frigidaire and Mickey Glaubman of American Food Lebs.

2nd ROW: From Rockford, Illinois came Swan Anderson of Anderson Bros. to join Bob Johnson of Costa Ice Cream and Joseph Kindman of Fulton Engineering; From Deauville Ice Cream are Irwin Nelson and Harold Miller flanking Pat Amerio of Amerio Refrigerating Equipment Company: Mort Perry and Maurice Brown of Pickwick Ice Cream visiting with Mickey Glaubman.

3rd ROW: Ken Patterson of Highland Ice Cream Company, L. G. Collins of Nash-Kelvinator Sales Corporation, and Flip Weyant of Highland Ice Cream: Charles Wilbourne of Borden's, Everett Freud of Sealright Company, Ernie Sonderman and Charles Keating of Lily-Tulip; Jerry Glasser of Good Humor, H. W. Ward of Robert Johnston and Ire Parnes of Refined Syrups and Sugars.

4th ROW: Milton Ainbinder and Joseph Surry flank Irving Rubenstein of Gold Seal Ice Cream; Alex Brown of Cherry-Burrell, J. DePalma of Abbotts, Morris Fuchs of Morris Fuchs and Company, and Dale Melley of Abbotts; from Hooton Chocolate came Lloyd Fiscus and President George Dodd.

5th ROW: Hy Badner of LeRoy Foods with Dick Mirabelle and Gene Tannenbaum of Americana Enterprises; Morris Hutchen and Conrad Emdin of Long Island Ice Cream with H. Seinwerth of Swift and Mort Ackerman of Schaefer, Inc.; from Capitol Ice Cream of Woodbridge, New Jersey came Harry Scher, Martin Litinger and Harry Garrett shown with Ben Dolson of Schaefer, Inc.

6th ROW: Harry Hyman of American Food Labs, with Bob Davison and H. E. Coleman of Kelco Company: Daniel Hoffert of Frigid Food Products; Arthur Honig of Judy Ann Ice Cream; Harold Bradshaw of Land O'Lakes Creameries, Nat Nash of American Breddo and Solly Elman of Algin Corporation of America: George Broderick and George Ashley of Robert A. Johnston Co. with George Ashley, Jr., of Foremost Dairies.

7th ROW: From Meadow Gold Ice Cream came George Convoy, Marvin Brooks and Pat Lohan, shown with E. R. Woodfin of Dixie Cup; Pat J. Clark and William L. Sheehy of Refined Syrups have Julius Grissler, broker, between them; Ralph Harvey and Semson D. Price of Chill-Ripe Fruit with Harry Polikoff.

8th ROW: Howard B. Grant of ICE CREAM FIELD with W. C. Rich of Van Leer Chocolate Corporation; Morrie Yohai of S and S Cone Corporation, Harry Hyman of American Food Labs., Robert Bloomer of Bloomer Bros., Mark Block of National Dairy Products, Joseph Glaubman of American Food Labs., and H. Habart of National Dairy Products; Norm Reskin of Joe Lowe Corporation, Julie Mandel of Ice Cream Novelties, Harry Pollard of Jaffe Sales Corporation and Phil Burre of Folding Cartons of New Jersey.

9th ROW: Leo Bellinger of Manor House Ice Cream, Ed Ward of O'Dowd's Dairy, W. K. Ballinger of Manor House and Eli Cantor of H. Heiman and Company; C. C. Ryan of Dole Refrigeration Company, Andy deBalogh of American Breddo, Alex Freeman of ICE CREAM FIELD, Bill Stevenson of Oval Wood Dish and Sam Sawyer of Disie Cup Company; Mike Bachman of Blue Ribbon Ice Cream with Samuel Sabel of E. R. Jagenburg, Inc.

10th ROW: From Pierre Ice Cream and Andre Ice Cream were S. Kaneth, Mickey Rezk, Milton Dorn, Bob Katz and Herman Katz shown with Mel Cole of Savage Arms; Ben Libowitz of American Breddo and Walter Gunther of Van Houten and Zoon with three of the girls who helped with the registration, Lorretta Libowitz, Dorothy Bader and Antoinette Cordasco, George Malton of Malton and McWade, Ed Barbato of Whitelawn Dairy and Frank Hill of Abbotts Dairies.



ICE CREAM FIELD, April 1952





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Maryland Course Concluded

The third annual ice cream short course at the University of Maryland was concluded by a one day conference held on February 1, 1952. Seventy members of the ice cream industry attended the conference.

The program was opened by a welcome to the group from Dean C. M. Cairns, Dean of the College of Agriculture. R. J. Ramsey, President of Ramsey Laboratories of Cleveland, Ohio, spoke on "Good Housekeeping in the Ice Cream Plants." He recommended that the clean-up in various departments of the ice cream plant be put on a competitive basis and that recognition be given the employees in the department showing the best housekeeping practices. D. P. Kennedy of the Ice Cream Merchandising Institute, Washington, D. C., in a talk entitled "Merchandising Ice Cream," stated that every person and every operation in the ice cream



plant and in the sales outlet is essential to merchandising. Each step in the process is a link in the chain of merchandising to "move the product toward the consumer and the consumer toward the product."

C. S. Brinsfield, Chief, Division of Food Control, Maryland Department of Health, discussed "The Maryland Ice Cream Standards." Mr. Brinsfield gave a summary of the new laws governing the ice cream industry in Maryland. At the luncheon, C. N. Sturtevant, Sutherland Paper Company, Kalamazoo, Michigan, explained how impulse buying was bringing about more competition between ice cream and dessert products. Mr. Sturtevant said that new package designs are creating eye appeal for the natural impulse buying of the housewife.

Mr. Ramsey also discussed "The Manufacture of Fruit and Variegated Ice Cream." Mr. Ramsey said that many plants have trouble with the production of variegated ice cream due to excessive lengths of pipe from the freezer to the point of packaging. He declared that the closer the freezer was to the product outlet, the better the finished product. O. E. Ross, Chief Chemist for National Pectin Products Company, Chicago, in a talk entitled "Making Quality Sherbets and Ices," discussed the ways of changing the finished product by varying the amounts of basic mix ingredients. Mr. Ross had the conference members sample some eighteen different sherbets and ices.

At the short course awards dinner, eleven students were

presented with graduation certificates. James J. Chumas of Washington Maid Ice Cream Company, Washington, D. C., was presented with a medal signifying his top ranking as a student. Philip C. Meade of the International Association of Ice Cream Manufacturers, Washington, D. C., was awarded the second place medal, and Charles Freedland of Maryland Ice Cream Company, Baltimore, Maryland, achieved the third place medal. Honorable mention went to Clyde J. Embert of Cupid Ice Cream Company, Greensboro, Maryland.

Indiana Group Announces Dates

The Anderson Country Club, Anderson, Indiana, will be the scene of the annual outing of the Indiana Dairy Products Association, according to a recent announcement. The date is July 24.

The ascociation's thirty-fifth annual convention will be held in the Hotel Claypool, Indianapolis, from February 2 to 4, 1953.

E. C. Scott On "Milk Protein"

E. C. Scott, Crest Foods executive, was the guest speaker at a recent meeting of the Western Michigan Dairy Technology Society meeting in Grand Rapids. His topic was "Milk Protein."

Cornell Schedules Course

A one-year course in dairy industry will be offered again this fall for the fifth season by the New York State College of Agriculture at Cornell University in Ithaca, New York. Designed to give a well-rounded training to those interested in dairy plant operations, the course begins in September and continues until early June.

The subjects taught are as follows: composition and testing of milk and milk products, bacteriology, production of milk, oral and written expression, dairy plant equipment, processing and quality control of milk and milk products, dairy mathematics, marketing of dairy products, and a survey of topics of current interest in dairy industry.

Anyone interested in taking the course or in obtaining additional information should write to Professor R. P. March, Department of Dairy Industry, Cornell University, Ithaca, New York. Since only a limited number of students can be accepted each year, inquiries should be made immediately, according to Professor March.

Refrigeration Exhibits Planned

Dates and locations for the next two Refrigeration and Air Conditioning Educational Exhibits and Conferences have been announced by the Refrigeration Equipment Manufac-

SCHNABEL ALL-STEEL ICE CREAM BODIES

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EXCLUSIVE FEATURES
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Tank pan made of 16 gauge steel, welded (not soldered). Leaks are eliminated.

 Formica used in doors and door jambs (Masonite, if desired). Single, one piece molded rubber gasket. Slamtype door locks.

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• In short, Schnabel All-Steel Ice Cream Bodies represent the best that advanced engineering, constant research and progressive development in body design and construction can produce. Our 92 years experience in building Quality transportation is your guarantee of satisfaction. Write today for complete information.

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Selite Ord Company Octobergh do turers Association, sponsor of the educational exhibits. The Ninth All-Industry Refrigeration and Air Conditioning Educational Exhibit and Conference will be held in Convention Hall, Philadelphia. The dates are May 2, 3, and 4. The tenth conference in the series will be held in Miami, Florida, from December 5 to 7. Exhibits will be housed in the Miami Municipal Auditorium. A third conference will be held in the spring of 1953 on the West Coast.

300 At Washington Institute

Three hundred Pacific Northwest dairymen (see photo, below), including a delegation from Western Canada, participated in the twenty-first annual State College Institute of March 13. One of the features of the Institute this year was a display of various types of refrigerated farm tanks.

Another highly interesting session featured the latest developments in the field of refrigeration, such as multiple cylinder high speed ammonia compressors, two stage compressors, boosters, sweet water coolers, hardening tunnels, and the use in delivery trucks of self contained refrigeration units. Experts on the panel discussing these subjects included C. J. Bell, Creamery Package Manufacturing Company, Portland, Oregon; Fred C. Cornford, Arden Farms Company, Seattle; A. R. Davidson, York Corporation, Yakima; and Fred Wiencken, Monroe Dairy Machinery Company, Portland, Oregon.

Talks of special interest to ice cream manufacturers included one by Walter Ahlstrom of the Carnation Company, Los Angeles, California, on ice cream costs as affected by mix ingredients, composition and overrun. Dr. L. K. Crowe of the University of Nebraska brought out the latest research findings of use to the manufacturer in producing ice cream as well as some of the basic factors which may affect shrinkage in ice cream. Improved methods of producing butter oil or dry milk fat was the subject of Dr. C. F. Weinreich of the Research Department of the Cherry-Burrell Corporation of Chicago. Formulas for low fat frozen desserts were discussed by Professor A. J. Morris of Utah Agricultural College, Logan, Utah. Films on selling ice cream in drug stores and in food stores produced by the Paraffined Carton Research Council of Chicago were shown as was the color film "For All the Ages" made available by the International Association of Ice Cream Manufacturers.

Both the Washington Milk Sanitarians Association and the Washington State Section of the National Association of Sanitarians held special sessions in conjunction with the Institute. The Washington State Dairy Foundation also held a quarterly session.

Fletcher Heads Oregon Group

The forty-first annual convention of the Oregon Dairy Manufacturers' Association was attended by close to 500 persons. Almost every dairy plant in Oregon was represented at the conclave, held February 19 to 21 in Corvallis.

Speakers included Dr. D. V. Josephson, Pennsylvania State College; C. A. Abele, Diversey Company, Chicago; George D. Armerding, Mojonnier Brothers Company, Oakland, California; Wilford C. Cole, Arden Farms Company, Los Angeles, California; E. M. Howe, Waukesha Foundry Company, Waukesha, Wisconsin; Don Lightner, Creamery Package Manufacturing Company, Chicago; Lee H. Minor, Wyandotte Chemicals Corporation, Wyandotte, Michigan; Mervin O. Symons, Schaefer, Inc., Los Angeles, California; P. H. Tracy, Professor of Dairy Technology, University of Illinois, Urbana, Illinois; and Horace Walker, McHale Manufacturing Company, Los Angeles, California.

Officers and directors elected to serve for 1952-53 include President, William Fletcher, Raven Foods Company, Enterprise; Vice President, Gordon K. Long, Cloverdale Cheese Association, Cloverdale; Treasurer, F. F. Moser, Medo-Land Creamery, Corvallis; and Secretary, G. H. Wilster, Oregon State College, Corvallis.

Society Hears Hennerich, Potter

Guest speakers at recent meetings of the Maryland and District of Columbia Dairy Technology Society were George Hennerich, Managing Director of the Ice Cream Merchandising Institute, and Paul Potter, Paul Potter Associates, Chicago. About 100 persons heard Mr. Hennerich discuss "The Science of Creating a Demand." He stated that creating a demand for a product involves selection of the product, presentation campaign, and "follow-through" work at the consumer level. This was the system, Mr. Hennerich said, which increased substantially the popularity of cherry vanilla ice cream. Mr. Potter spoke March 12 on "Labor Relations and Personnel."

Erb Addresses North Carolinians

J. Hoffman Erb, Borden Company, Columbus, Ohio, was the guest speaker at the March 7 meeting of the North Carolina Dairy Technology Society. His topic was "The Role of a Control Laboratory in Quality Production."



Philadelphia Outing Scheduled

The annual outing of the Philadelphia Dairy Mixers will be held June 20 at the Aronomink Country Club, it was decided recently. At the group's March 3 meeting, five new members were welcomed into the organization. They are Gerard M. Iiannelli, Brown's Frosted Foods; C. M. Welch, John H. Mulholland Company; John Reilly, United Refrigeration, Inc.; Sam Sable, E. R. Jagenburg, Inc.; and Edward T. Murphy, Eastern Specialty Products, Inc.

300 Attend Arkansas Conclave

More than 300 persons attended the seventeenth annual convention of the Arkansas Dairy Products Association, held late in February at the Hotel Lafayette, Little Rock. New officers are President, H. S. Coleman, Coleman Dairy, Little Rock; Vice President, Buster Dunlap, C. A. Swanson and Sons, Favetteville: Secretary-Treasurer, Dr. Earl Garrison, University of Arkansas, Fayetteville; and Manager, Floyd R. Smith, Little Rock.

Chicago Mixers Convene

A business meeting of the Chicago Dairy Mixers was held in Chicago's Furniture Mart on March 14. Eighteen members convened for dinner and discussed plans for the annual outing. The next meeting of the group is scheduled for April 14.

Pasteurization Confah Set

The University of Illinois Department of Food Technology will sponsor a High Temperature Short Time Pasteurization conference at the school on May 6 and 7. Speakers from leading equipment firms will demonstrate and describe pasteurizing equipment.

Tri-State Group To Meet

The forty-fifth annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware will be held from May 12 to 14 at the Pocono Manor Inn, Pocono Manor, Pennsylvania. Business sessions will be held on the morning of each of the three days, with simultaneous merchandising and production sessions scheduled for May 13.

Speakers will include R. O. Tardiff, Brever Ice Cream Company, on "Wrapping of Stick Novelties"; Charles F. Weinreich, Cherry-Burrell Corporation, on "In-Line Cleaning"; George Anderson, King Company, on "Hardening Room Developments"; George M. Bracke, Rieck-McJunkin Dairy Company, Pittsburgh, on "New Plant Equipment and Recent Trends in Plant Designs"; Hugh L. Rusch, Opinion Research Corporation, on "Attitudes Make Sales"; and Michael Bachman, Blue Ribbon Ice Cream Company, New York City, on "Birth of a Salesman."



clean and safe. When they are served in Dixies, the ice cream seems to taste even better because there's no doubt about cleanliness.

Fountain operators everywhere are finding it pays to use Dixie Cups. Customers appreciate individual Dixie service...and...rush-hour crowds can be served in a hurry since there's less time lost with dishwashing.

For service that's sure to be clean . . . for service that's sure to build your ice cream volume, it's . . .

DIXIE CUPS...the paper cups everybody knows by name

DIXIE CUP COMPANY



tered trade mark of the Dixie Cup

Dixle" is a regis- Easton, Pa., Chicago, III., Darlington, S.C. Ft. Smith, Ark., Brampton, Canada

New Products

MIDDLE WEST UNITS



Middle West Display and Sales Company has made available several superstructures for installation on standard display ice cream cabinets.

Pictured above is the V.M. Midget superstructure, which is forty inches long by twelve inches high. It is manufactured of eighteen gauge prime cold rolled steel, with baked white enamel finish. It comes complete with three eight inch by ten inch full color Trans-Photos.

Another Middle West unit is the

V.M. Brite-Lite, Sr. This superstructure is forty inches long by twenty inches high and includes three eight inch by ten inch photos. It is specially molded, and features clear plastic windows to protect pictures, recessed lighted price and flavor board.

The V.M. Brite-Light, Jr. is forty inches long by twelve inches high, and also takes three photos. The front of this superstructure is constructed of white translucent plastic. Fluorescent lighting is featured.

KARI-KOLD CABINET 2

Kari-Kold Company, announces development of a new thirty-gallon capacity, mechanically refrigerated, low-temperature cabinet for both retail and wholesale delivery of ice cream and frozen foods. All the driver must do is plug in the unit at night and it is ready to go the next morning with a temperature of 20° below zero. The cabinet has a new, tested, thirty-hour holdover feature which eliminates the



human element of the driver forgetting to plug the cabinet in after a day's run; in such an event, he will still go out the second day and return with products in perfect condition.

The new Kari-Kold unit fits all trucks which are standard to the industry for the delivery of milk; it is designed for compactness, it takes an area on the floor of the truck of only sixty x 16 inches. The unit is so designed that it may be reached from the driver's seat or the truck aisle and fits over the wheel housing so that no loss of space

SIMPLE AS A-B-C!

The only thing that you have to do in order to learn more about any product described in ICE CREAM FIELD'S "New Products" section is to fill in the coupon below with the number that identifies the news item, and send it to the New Products Department, ICE CREAM FIELD, 19 West 44 Street, New York 36, N. Y. We'll be glad to forward your inquiry to the manufacturer who will send you complete information regarding his product. If you want to know more about any product advertised in ICE CREAM FIELD, jot down the advertiser's name and we'll direct your inquiry to his attention. In either case, there is no obligation to you.

Your Firm Name	To New Products Department Ice Cream Field 19 West 44 Street New York 36, N. Y.
Address	Without obligation to me, please send me more information about the following New Products described in the April issue. (I have indicated below by number the ones that inter-
Your Name	est me.)
Your Title	
I would like to know more about the	following companies' advertisements:

THERMACOTE LIDS



Robert Vaillancourt, President of the Thermacote Company has announced the introduction of two new cabinet lids for the ice cream trade. A lid of Polyester combined with Fiberglas for use on all types of ice cream cabinets is now in production. This lid (see photo. above) is made in white and can be cleaned easily.

The second new product is the "Vista-dome" transparent bubble type lid for installation on four-hole cabinets. This lid combines many design features to assure the greatest amount of visibility and freedom from fogging up (see photo, below).



Two models are available at the present time, the first the standard model with a single dead air space, and the deluxe model, with a double air space for use in areas where extremely high humidity makes the additional insulation necessary.

HAYSSEN UNITS

Two of the newest automatic packaging machines developed by Hayssen Manufacturing Company were shown in operation at the twenty-first National Packaging Exposition held recently in Atlantic City, New Jersey.

The new machines exhibited are of two types. One is the "V"-type under-



ICE CREAM FIELD, April 1952

fold machine. It wraps such textiles as sheets, pillow cases and dust cloths; baked good such as coffee-cakes, cinnamon bunds; and meat products like wieners, luncheon meats and items for self-service stores. The machine not only wraps the items in cellophane, foil or other materials, but forms a tight moistureproof seal to protect products.

The other new machine featured is the Hayssen automatic accumulator and bundler. This machine accumulates several individual packages and wraps them into a bundle. The entire operation can be done automatically, effecting a big saving in labor, time and materials.

SCHAEFER UNITS

5

In answer to the demand for a related item merchandiser, Schaefer has designed and made optional on the Model GF-12 and Model GF-16 a

IT TAKES THE BEST TO MAKE THE BEST

For Chocolate Flavor that's Out of this World it's Stillicious!



Stillicious chocolate flavorings have been one of the industry's consistently finest products for over 28 years. In today's super-competitive market, where product superiority and uniformity are all important, Stillicious chocolate flavorings are enjoying their peak demand.

Specialists in Chocolate for over 28 Years

CHOCOLATE PRODUCTS COMPANY

415 West Scott Street

Chicago 10, Illinois



shelf-type superstructure designed to display toppings, syrups, nuts, cones, cookies, and other items related to ice

This superstructure adds approximately one-third more merchandising area to the same floor space. It combines all the features of the Kodachrome picture-type superstructure with fluorescent-lighted, roomy, adjustable shelves. The edges of the shelves are wide enough for attaching small price strips or marking prices with grease pencil or rubber stamp. There is a built-in, sliding, disappearing night

Superstructure has an extra shelf in rear for storage or display of related or non-related items. This feature permits selling from both sides of the cabinet when it is not positioned against

Schaefer's glass front, open-top merchandisers are also available with standard four-picture superstructures. Both the Model GF-12 and Model GF-16 and the two optional superstructures merely plug in any standard electrical outlet. Both cabinets have refrigerated

DODDS CARRIERS

Dodds Supply Company has placed on the market several models of light weight route carriers for dairy products. Features include comfortable wood grip, two over-sized pockets, rust-proof construction, and others. Two sizes-eightquart and ten-quart-are available. Additional details and literature are available on request.

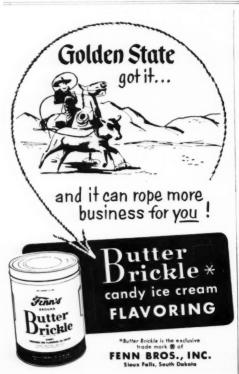
NEW HOMOGENIZER

Cherry-Burrell Corporation nounces an addition to its line of Model A Superhomo homogenizers. The new machine has a capacity of 800 gallons per hour. It can be used for milk, ice cream mix, tomato juice, ketchup, textile sizing, cosmetic, oil additives, pharmaceuticals, pigments, mineral oils, soft drinks, etc.

This Model A-800-C Superhomo has been thoroughly tested at the factory. It is available with a single or twostage value, and all product surfaces are of stainless steel. Increased capacity has been obtained by using a larger diameter plunger rather than increasing the speed at the drive end. Slow speed at the drive end and extra large helical gears help assure long life and low maintenance costs.

EXTRAX PRIZE LIST

Harold A. Hoffman, President of Extrax Company, has announced that his firm has made available to the trade



ATLAS "Col Snac" **VENDOR**

FOR ICE CREAM **BARS-ON-STICKS** OR ICE CREAM SANDWICHES



The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment · Light Where It's Needed!

- No Additional Packaging!
- · Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- · Fast, Easy Loading!
- · Right Temperature Al-

Write Joday!

• PLUS—34 hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination-proof liners and working parts — many other exclusive features.

DAIRIES! The ColSnac gir DAMIES! The ColSnac gives you an opportunity to open up a vast new market that can be ent facilities! A profitable out.

ATLAS TOOL & MFG. CO. 5147 Metural Bridge Blvd.





a new "action" prize list as part of its regular unit bag redemption program.

Special features of the prizes offered are the Extrax secret code book, which is described as educational and includes all forms of coding, and the Extrax secret club book, which offers simple rules on organizing a club and keeping it going as well as a section on constructive play ideas. The prizes are offered in return for a specified number of bags. Copies of this prize list are available upon request.

Extrax also has announced that all "Poncho" fudge powders are made with pure ingredients.

Typical are the fresh coconut meats used in Poncho Coconut Fudge and the whole bananas used in Poncho Banana Fudge. Also offered are Poncho Chocolate Fudge and Poncho Butterscotch Fudge. Poncho Fudges are sold in complete units which include merchandising material, stabilizers, bags, sticks and the Poncho Fudge Powder.

MOHAWK CABINET

Mohawk Cabinet Company has introduced a new merchandising cabinet, the capacity of which is 470 pints of ice



ICE CREAM FIELD, April 1952

cream. The cabinet is of all steel construction with baked enamel finish. Its night cover, when not in use, slides under the superstructure.

Overall height is 55% inches. Length is 58½ inches. Width is 30½ inches. Insulation is hot-sealed against infiltration of moisture. The lettered portion of the superstructure is illuminated and may be lettered with the customers brand name. Additional details and literature are available on request.

INK RUBBER TESTER

An ink rub tester, shown in the accompanying photograph, has recently been developed by the Technical Department of the Sutherland Paper Company.

The machine is designed to evaluate the rub resistance of inks under the many and varied conditions in which printed products are used. This instrument not only makes a good first evaluation, but the results are reasonably

IN SHAMROCKS

...the 25-year old pioneer shipper line!

... still tops today in Protection — Economy!

SERIES 500 SHIPPERS—designed for shipping and delivery of packaged goods, brick or bulk ice cream; or for shipping or storing 100 lbs. dry ice. Easily converted into dispensing container by using an extra refrigerant. Heavy duck walls insulated with 2" ground cork. . . . Sizes to bold 4, 8, 10 and 20 qts. bulk ice cream, or 8, 10, 20 and 40 qts. packaged goods.

Shamrock's finer construction — GROUND CORK INSULATION, the finest, safest kind. METAKLOTH-TREATED DUCK, inside and out, resists abrasion; easy to clean; duck is waterproof, mildew-proof; an effective moisture-vapor barrier. STURDY PLYWOOD BOTTOMS, removable and replaceable. Complete COLD AIR CIRCULATION throughout shipper by radiation or convection.

Write for complete information and prices!

Manufactured by MEESE, INC., Main Office and Plant MADISON, INDIANA

SALES OFFICES . . . NEW YORK—37 W. 43rd St., Tel. MU 2-1437 • CHICAGO—R. M. Thorsen, 1400 Loke Shore Dr., Tel. Whiteholl 4-4180 • ATLANTA—4403 Jefferson St., Chamblee, Ga., Tel. -7-2430 • FORT WORTH—V. M. Hoeton, 717 Ayers St., Tel. Lockwood 6564 • SAN FRANCISCO—c/o Glenn B. White & Assoc., Merch. Mart., Tel. 1-5204 • LOS ANGELES—c/o Glenn B. White & Assoc., 1151 So. Broadway, Tel. PR 4169. Contact our nearest sales office.



reproducible, permitting quality control, according to a Sutherland spokesman.

The instrument can be used to test dry rub, wet rub, wet bleed or transfer, wet smear, and functional rub. Pressure, speed and number of rubs can be controlled and reproduced. This instrument enables the Sutherland Paper Company to evaluate inks and by reproducible testing maintain uniformity and quality from run to run.

An ink rub tester was presented recently to the pulp and paper laboratory of Western Michigan College.

LANKOTE COATINGS 11

Dairy walls and machinery requiring daily washing now can be protected with the Lankote 200 series coatings. Lankote 200 series are plastic painties with resistance to strong alkaline solutions, water fatty acids, lactic acid, sugar acids, temperature extremes, mold and fungus, and are nontoxic. These coatings can be brushed or sprayed and are supplied in nine stock colors. Literature and samples are available by writing to the Lankote Division, J. Landan Company.

CONE PROMOTION

Illinois Baking Corporation currently is sponsoring a nationwide cone promotion designed to build bulk ice cream sales. Cones and cone dispensers are being provided to ice cream manufacturers for distribution to their dealers. The cones come in three different sizes, shapes and colors, and are accommodated by the dispensers.

The regular cone holds two scoops of ice cream, is golden vanilla in color, and is to be sold at the retail level for ten cents. The super cone is caramel brown in color, holds two super scoops, and is to be sold for fifteen cents. The "Pike's Peak" cone is strawberry in color, holds "a mountain of ice cream" and is to be sold for twenty cents.



Appropriate point-of-sale materials and other inducements to help dealer sales are offered by the cone company. Additional details and literature are available on request.

GRC UNIT

Grand Rapids Cabinet Company's



new EZ dispensing counter cabinet is designed to accommodate the "carry-out" trade. This equipment features: all steel body construction; stainless steel work with rolled rim; stainless steel facing on operator's side; all stainless steel drip-proof lids; pattern Formica counter top, ten inches wide; and three inch off-the-floor sanitary, adjustable legs which meet the requirements of the National Sanitation Code. It is furnished with stainless steel dipper well and may be had with either one or two-color porcelain facings.

FILMS AND FLAVOR

A new series of television commercial announcements on film for dairy and ice cream plants has been produced and released by G. P. Gundlach and Company, sales counsel to dairies and ice cream plants.

Six individual fifty-second films are in the group. Four cover ice cream flavors promoted by Gundlach, and two on special buttermilk trade names promoted by Gundlach are in this group.

Dairies and ice cream plants are able



Shore Craft

STAINLESS STEEL FOUNTAIN ACCESSORIES

ICE CREAM SPADES

ICE CREAM DISHERS——

Constructed of 18-8 stainless steel. Bakelite handle. Strong, Sturdy, Sanitary. 18-8 Stainless Steel Construction Throughout. Made in eight sizes: 8, 10, 12, 16, 20, 24, 30, 40. With different color Bakelite Handles denoting disher sizes.

13

PRECISION MADE FOR SATISFACTORY SERVICE

SHORE MACHINE CORPORATION

455 West 45th Street, New York 19, N. Y. Manufacturers of SHORE CRAFT Quality Fountain Accessorie





ICE CREAM CABINET

Eskimo Jwins

YOUR SILENT SALESMEN FOR INCREASED VOLUME—

IN ICE CREAM AND DAIRY PRODUCTS

Eskimo quality and appearance, imitated but never duplicated.

ESKIMO KOOLER CORP

916 E. 43RD ST. . CHICAGO, ILL.



56" LONG 30" WIDE

to use the special films on a lease basis thirteen, twenty-six and thirty-nine times. Information about auditioning the films and leasing rights are obtainable from the Gundlach Company.

May's feature flavor in Gundlach's national ice cream promotion will be Pineapple Nut. Ingredients originated and supplied by Gundlach's laboratories will be featured in the promotion. Crushed sweet pineapples direct from Hawaii and diced crisp almonds grown and roasted in California are the basic ingredients.

There will be diversified advertising, including new point-of-sale displays showing servings of Pineapple Nut ice cream.

GUMPERT REPACKING 1

The S. Gumpert Company, industrial food manufacturers, has just completed the re-packaging of its complete line of 270 specialty food items which are

Cumperts

"Double-Dutch"
Chocolate
Flavor
(CONCISITATIO)

sold to ice cream manufacturers. The new packages will be in Gumpert's standard orange and black colors for both the cardboard cartons and cans.

Gumpert has assured customers that the new packages offer added protection during shipping, and that they are easy to store and pack. Product identification is made easier because the new label is large, clearly printed and easy to read. Uniform results in the preparation of the food are afforded because easy-to-read-and-understand directions are printed on every package. A greater variety of product uses is available because the new labels have more and newer recipes printed on them. The cans are hermetically sealed, and some cartons are individually wrapped in cellophane to insure freshness.

DRY ICE WAREHOUSES 1

A booklet has just been published by Foster-Built Bunkers, Inc. manufacturers of low cost dry ice refrigeration bunkers for commercial trucks, that lists major dry ice warehouses throughout the United States, complete with names and addresses.

In addition to the complete dry ice warehouse list, Foster-Built has also included information on recommended installation procedure for Foster-Built Bunkers. Dry ice requirements for safe refrigeration of frozen and non-frozen loads for different size trucks and for various distances also are given. For your free copy of this twelve-page booklet, write to Foster-Built Bunkers, Inc.

NEW POSTER

In line with its program for furnishing sales managers of ice cream manu-

facturers with merchandising material, Albert W. Risch, Assistant Sales Manager of the Standard Fruit Product Company, announces the new Sugarnut Ribbon ice cream poster lithographed



in four colors. This is a sign on which the plant may have imprinted the name of the Sugarnut flavor employed in the manufacture of the Ribbon ice cream, such as apricot, cherry, peach, blueberry, strawberry, red raspberry, black raspberry, butterscotch, cream caramel, chocolate and marshmallow.

BOBTAIL

The Stanley Knight Corporation has announced the new model 5652 bobtail. The new bobtail has a redesigned liftout refuse container with a specially designed grip for more convenient opera-



ICE CREAM FIELD, April 1952

tion. Improved stainless steel syrup pumps are included in the new fountain to supply accurate measure for preparing fountain drinks. They are fully adjustable with large, label knobs for easy service.

New literature on the model 5652 has been prepared by the company, showing all of the features with complete specifications and diagram drawings for water and electrical connections. Literature and prices are available on request from the Stanley Knight Corporation.

MILK DISPENSER 19

An entirely new metering bulk milk dispenser is now available. "Meterflo" automatically delivers a predetermined amount of milk by simply pressing a button. Positive shut-off prevents dripping. Metering lift consists of a sanitary single-service hose which is compressed and relaxed by a motor driven rotor automatically timed to deliver a metered amount of milk.

"Meterflo" dispensers are designed

for undercounter installation. Standard cans are used. No lifting of heavy cans is necessary. Simply open the "Meter:lo" door and slide cans in and out. Equipped with a self-contained circulating and automatic defrosting refrigeration system.

National sales distribution will be handled by W. M. Sprinkman Corporation through qualified jobbers.

DETERGENT PAMPHLET 20

Diamond Powdered Acid Cleaner for Dairy Plants is the title of a pocket-size pamphlet just issued by Diamond Alkali Company for plant superintendents, milk sanitarians and others concerned with both difficult and routine equipment-cleaning problems in the dairy industry.

The eight-page folder describes what this detergent is, tells where it is used, outlines how it may be applied, and cites how it contributes to effective maintenance of quality control standards.

Detailed directions are given for

cleaning eleven different types of milkprocessing equipment with this acid detergent by circulation, spray, or manual methods, either daily or periodically as required. Various other applications are listed for quick reference.

In addition, an alkaline-acid alternation system for can washing is reviewed. Copies of this pocket guide to improved cleaning and plant sanitation are available free on request.

HUSSMANN UNIT 21

Announcement has been made of a new thirty cubic foot back room frozen food storage refrigerator by Hussmann Refrigeration, Inc. Known as Model RL-30, this reach-in design refrigerator has endless construction which permits adding thirty cubic feet to make up sixty or ninety cubic foot refrigerators.

Constant temperatures are maintained by new cold wall coiling within the liner with booster plate shelf coil for extra protection.

Additional information and literature are available on request.







-people

FRANCIS IS CORN PRODUCTS VP

W. H. Gambel, President of Corn Products Sales Company, has announced that Harold Francis has been elected a Vice President and has also been appointed General Sales Manager of the Eastern Division.

Mr. Francis started his career with Corn Products in the New York Sales Department in 1914. He left the Company to serve with the Army during World War I and was discharged with the rank of Lieutenant. Returning to Corn Products, Mr. Francis was transferred to the Pittsburgh Branch Office and in 1927 became Manager there. Early in 1945 he was made Branch Manager of the Chicago Office and two years later came to New York as Assistant Division Manager.

STEIN, HALL ELECTS

At the annual meeting of the Board of Directors of Stein, Hall and Company, Inc., New York, Robert Strasser was elected Executive Vice President and Joseph C. Blauvelt, Sadie Feldman and Daniel H. Lipman were named Vice Presidents. Ernest Rusch was elected Assistant Vice Presidents.

Lawrence Gussman, Vice President in charge of Manufacturing and Technical Research, was elected President of the Stein-Davies Company, a manufacturing subsidiary of Stein, Hall located in Long Island City. S. Crawford Bonow was elected Assistant Vice President and Frank G. Fackler was named Plant Superintendent of Stein-Davies.

SALES POST TO R. C. COWAN

Robert C. Cowan has been appointed Iowa representative for Excel Dairy Sales, Inc., Omaha, Nebraska. Mr. Cowan's experience includes seven years as a Sanitation Engineer with

the Diversey Corporation, and three years as a special representative for the United Dairy Cooperative Association. Mr Cowan will make his home in Ames, Iowa.

Excel Dairy Sales distributes containers for the dairy industry and products made by the France E. Kellogg Company, Standard Fruit Product Company, Hames Ice Cream Products Company, Krim-Ko Corporation, Bireley's, Inc., and Van Houten and Zoon.

DR. HENDERSON JOINS BORDEN DIVISION

Dr. Richard Henderson, former associate professor of microbiology and food technology at Syracuse University, has joined the Borden Company's Special Products Division. He will serve as a technical service specialist with the division's research department.

Dr. Henderson received his training at Massachusetts Institute of Technology. His experience includes vitamin assay and nutritional studies, research in amino acid metabolism, industrial microbiology and food technology. During World War II, he spent three years in Australia helping work out problems of food processing and procurement.

HOWARD GRAHAM DIES

Howard B. Graham, head of the Graham Ice Cream Company, Omaha, Nebraska, died March 8 after a long illness. He would have been eighty-two years old the following day. He was one of the pioneer wholesale ice cream manufacturers in the country and was reportedly the first ice cream manufacturer to establish a wholesale plant in Nebraska. This was in 1898. Mr. Graham had practically retired since the end of World War II and the business is now being carried on by his son, Howard A. Graham.

CLINTON H. HASKELL DIES

Clinton H. Haskell, President of Beatrice Foods Company for the past twenty-four years, died at St. Francis Hospital in Evanston, Illinois on March 21. He was sixtythree years old. He had been associated with the company for forty-six years.

Mr. Haskell was born in Lynxville, Wisconsin, July 7, 1888. His father, John F. Haskell, moved his family to Nebraska four years later. There his father assisted in the founding of a new dairy and produce business at Beatrice, Nebraska, organized by an uncle, George E. Haskell. From Beatrice the firm moved to Lincoln, Nebraska and thence to Chicago in 1913 to meet the requirements of the rapidly growing business.

At the age of seventeen, young Clinton Haskell joined the company's Topeka branch, then headed by his father. Through successive stages he finally moved to Chicago in 1923 to become assistant general manager. In 1927 he was promoted to general manager and a year later was elected President. Under his leadership the company became the

third largest in the dairy industry.

Soon after he was made President, Mr. Haskell initiated a program of expansion which eventually extended the company's activities into all branches of the dairy industry and into allied food industries.

An active supporter of dairy industry organizations, he was a past President and long-time director of the American Butter Institute and a director of the National Dairy Council. He was a director of the United States Chamber of Commerce between 1936 and 1938 and was a member of the agricultural committee of the National Association of Manufacturers. During the last war he served on the Milk Conservation Committee of the War Food Administration.

Mr. Haskell leaves his widow, Ethel, two daughters, and three grandchildren. He is also survived by two brothers, Everett E. Haskell, a Vice President of Beatrice Foods Company, and Willard V. Haskell, manager of the company's Topeka, Kansas plant; and three sisters.

Services were held at the Hebblethwaite Chapel, 1567 Maple Avenue, Evanston, Illinois on March 24. Interment

was in Memorial Park, Skokie, Illinois.

KARNES HEADS BEATRICE FOODS

The Board of Directors of Beatrice Foods Company has elected William G. Karnes President to succeed Clinton H. Haskell, who died March 21. Mr. Karnes had served as Executive Vice President since 1948.

Mr. Karnes joined the company's legal department in 1936 and later headed a newly organized department of labor relations. In 1943 he became Vice President and Assistant to the President and in June, 1947 he was elected a director. Mr. Karnes was graduated from Northwestern University law school after having previously taken a degree in commerce at the University of Illinois.

Mr. Karnes also is a director of the Milk Industry Foundation, the International Association of Ice Cream Manufacturers and the Illinois Chamber of Commerce.

Willard V. Haskell, manager of the company's Topeka, Kansas plant, who has been associated with the company for twenty-nine years, and Harold F. Nichols, President of the First Galesburg National Bank and Trust Company of Galesburg, Illinois, were elected directors to fill vacancies created by the death of Clinton H. Haskell and Wallace Thompson of Galesburg, who died January 22.

DAIRY COUNCIL LISTS STAFF CHANGES

Three new staff appointments have been announced by the National Dairy Council, Chicago.

William S. Epple has been appointed Director of Information Service; Wayne S. Hult has accepted the newlycreated post of Director of Promotion; and Edward F. Scheck has joined the National Dairy Council as Director of Personnel and Comptroller.

ADVERTISING POST TO LAHVIC

Raymond J. Lahvic has been named advertising and publicity manager of Fairmont Foods Company, Omaha, Nebraska, A. C. Ragnow, Fairmont Vice President in Charge of Merchandising, announced last month.

Mr. Lahvic has been advertising manager of Phenix Pabstett Company, a subsidiary of Kraft Foods Company, for the past four years. He is a graduate of the University of Missouri and served with the United States Army Air Corps during the war.

At Fairmont he will be in charge of advertising of all products: frozen foods, ice cream, milk, cottage cheese, cream cheese, butter, poultry, as well as feed and hatchery promotions.





MESSRS, SONDERMAN, AUSTIN, MAHONY, LEBHAR (L. TO R.)

LILY-TULIP DEPARTMENT REORGANIZED

The recent major reorganization of Lily-Tulip Cup Corporation's Sales Department was explained last month by Fen K. Doscher, Vice President in Charge of Sales.

Dan Mahony, as previously announced, was appointed Director of Sales Development in order to co-ordinate and direct all advertising, market research, public relations and sales promotion activities. Norman Lebhar succeeds Mr. Mahony as Merchandising Manager in charge of Service Products.

George Austin has been promoted from Divisional Sales Manager to the newly created position of General Sales Manager. Another key move is the appointment of Ed Scully, former Vending Cup Merchandising Manager, to the new post of National Accounts Sales Manager.

Other department promotions included in the changes are: Sam Neale, Manager of Sales Research and Cost Control; Walter Brunauer, Director of Sales Personnel Development; Ernie Sonderman, Manager of Packaging Department; Bill Seldy, Manager of Vending Department; Jerry La Rocca, Manager of Foreign Sales Department; and Scott Bates, Manager of Customer Service Department.

Meanwhile, it has been announced that the winner of Lily-Tulip's General Excellence award for 1951 is John D. Cole, of Kansas City, Missouri. Mr. Cole, Territory Manager in the Midwestern Division, won an all-expense, one week trip to Bermuda for his wife and himself.

BORDEN LISTS PERSONNEL CHANGES

The Borden Company announces the appointment of O. N. Keonig and Milburn McClelland, formerly Presidents of its Chicago Milk and Ice Cream Divisions, respectively, as assistant district chairmen of the Chicago-Central District. Mr. Koenig will supervise the district's sales of milk and ice cream, and Mr. McClellan its production activities, under the direction of Oliver O. Smaha, district chairman. The district covers operations in Illinois, Wisconsin, Iowa and Lake County, Indiana.

W. N. Waterstreet, formerly Executive Vice President of the Chicago Milk Division succeeds Mr. Koenig, while Ralph R. Minkler, formerly Executive Vice President of the Chicago Ice Cream Division, succeeds Mr. McClelland.

NESTLE'S APPOINTS RATOFF

Thomas F. Corrigan, Bulk Sales Manager of the Nestle's Chocolate Company, Inc., announces the addition of Walter F. Ratoff to the sales force. Mr. Ratoff will represent the firm on chocolate coatings and bulk cocoa powders in the metropolitan New York territory.

OHIO POST TO GREINER

Fred Greiner, Secretary of the Columbus Milk Distributors, Association, has been appointed Executive Secretary of the Ohio Dairy Products Association. He succeeds O. E. "Andy" Anderson, who resigned recently after six years as Secretary. Mr. Greiner at one time was connected with the Dairy Technology Department at Ohio State University.

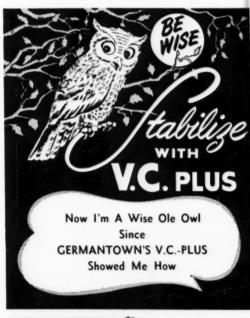
BATES IOINS WILBUR-SUCHARD

Sumner H. Bates has been appointed Chicago representative of bulk sales for Wilbur-Suchard Chocolate Company, Inc., according to an announcement by Charles Grube, Vice President in charge of bulk sales.

Mr. Bates is well known in the indsutry, having been for the past several years Assistant Division Sales Manager of Bulk Goods for Nestle Chocolate Company, Inc. Prior to that he was associated with the Robert A. Johnson Company of Milwaukee for eighteen years, in the position of eastern sales manager.

Active in trade organizations, Mr. Bates has served as President of the Empire Flyers Association, Inc., the supply men's association of New York State, and a member of the executive committee of the New York Ice Cream Manufacturers Supply Men's Club. He is also a member of the Philadelphia Dairy Mixers Association.

Mr. Bates' headquarters will be the Chicago office of Wilbur-Suchard, 426 West Erie Street.



GERMANTOWN Manufacturing (Empany 5100 LAMCASTER AVE., PUREA 31, PA

WAREHOUSE STOCKS, PHILADELPHIA, PA .- SAN FRANCISCO, CAL .- PORTLAND, ONE.



LEFT TO RIGHT: MESSRS. GUNDLACH, LAMPE, WINNING

THREE PROMOTED BY GUNDLACH

G. P. Gundlach & Company has promoted three of its key executives to the rank of Vice President, G. P. Gundlach, President of the thirty-year old organization has announced.

The newly-elected Vice Presidents, each with a definite responsibility for departmental operations are:

Louis B. Lampe, Vice President in Charge of Production, associated with the Gundlach organization for over fifteen years. He will supervise further services in the fields of the graphic and electronic arts for consumer attention.

Ross J. Winning, Vice President in charge of National Sales, specialist in dairy technology and sales facilities. He will expand sales services for milk plant and ice cream plant operators.

George B. Gundlach, Vice President in charge of Promotion, son of the company president, trained through a long

program of diversified experiences, and since returned from World War merchant marine service engaged in account executive work. He will concentrate on promotional efforts.

Charles E. Lawrence continues as director of dairy manufacturing and research for the Gundlach organization.

RESEARCH POST TO DR. BARBER

Dr. Franklin W. Barber has been appointed Division Leader, Division of Microbiology of National Dairy Research Laboratories, Inc., Oakdale, Long Island, New York. For the past two years Dr. Barber has been Acting Division Leader.

Dr. Barber joined the Research Laboratories of National Dairy in 1945 after several years of experience in the dairy industry. He received the Bachelor of Science degree in biology at Aurora College in 1943, and his Master's and Doctor's degree in bacteriology from the University of Wisconsin in 1942 and 1944 respectively.

JOHN SEBA DIES

Funeral services for John H. Seba, ice cream production service manager of Golden State Company, Ltd., were held March 11 in Oakland, California. Mr. Seba, sixty-two, died March 9. He had been in ill health for six months.

Mr. Seba was a members of the Standard Committee of the International Association of Ice Cream Manufacturers and worked with government groups seeking to establish standards for the industry.

BINNEY MOVES TO OKLAHOMA CITY



RICHARD BINNEY

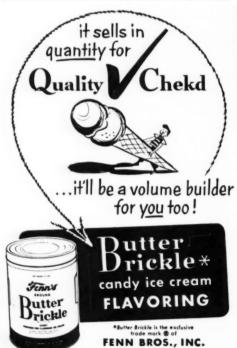
Richard Binney, who recently joined the Weiller Company, Philadelphia, as sales representative, has moved to Oklahoma City, where he will make his home so that he can be located closer to his present sales territory, which includes the states of Oklahoma, Texas, Colorado, New Mexico, Arizona, Kansas, Nebraska, and Arkansas.

Mr. Binney is not unacquainted with the dairy trade in that area, since he spent two years in association with Thomas Jacobson, of the Weiller sales staff, who up to now his looked after the territory now covered by Mr. Binney.

For the past four years Mr. Binney has been connected with the Badger Ice Cream Company, Kenosha, Wisconsin, an affiliate of Bowman Dairy, Chicago. His experience in display merchandising and point-of-sale advertising is expected to prove valuable in his new connection.

LANGFIELD RE-ELECTED MAYOR

Conrad E. Langfield, President of Northville Laboratories, Northville, Michigan, recently was re-elected Mayor of Northville. He has held the post for many years. His firm manufacturers vanilla products for the ice cream industry.



Sieux Fells, South D

NATIONAL PECTIN NAMES HOLLINGWORTH



GEORGE HOLLINGWORTH

National Pectin Products Company of Chicago, producer of stabilizers and emulsifiers for the ice cream industry, has appointed George H. Hollingworth west Coast representative.

Mr. Hollingworth, a graduate of Montana State Normal College, has been associated with the dairy industry for more than twenty

years, and will act as both sales representative and ice cream production consultant.

With headquarters at 27 Los Flores Avenue, Arcadia, California, Mr. Hollingworth will cover California, Washington, Oregon, Idaho, Utah, Nevada, Arizona, New Mexico, Wyoming, Colorado and Montana. In addition, he will be in complete charge of National Pectin Products Company's warehouse at 925 E. Third Street, Los Angeles.

COBLE RECUPERATING AFTER ACCIDENT

George Coble, President of Coble Dairy Products Company, Lexington, North Carolina, is recuperating after an accident suffered recently while hunting. He lost part of a finger when a shotgun was discharged unexpectedly in the car in which he was riding. This marked the second time in recent months that Mr. Coble has been the victim of an accident. While horseback riding recently, he was thrown from his horse but was not seriously injured.

SOUTHERN FIRM ANNOUNCES PROMOTIONS

Southern Dairies, Inc., with headquarters in Washington, D. C., has announced several promotions within the organization. Lew Robinson, for the last few years zone manager in the Jacksonville (Florida) area, has become Executive Vice President of the Cloverland Division in New Orleans, Louisiana. He has been succeeded in Jacksonville by Walter G. Burton, Jr., with the company since 1932.

Ivan C. Struensee has become zone accountant in the Atlanta, Georgia area. Boice Triplett, milk procurement agent for the Knoxville (Tennessee) plant has been promoted to director of distributors for Tennessee, North and South Carolina, Virginia and Maryland. Jim Eastman has become sales manager for the Norfolk, Virginia area. He was formerly assistant advertising and sales promotion manager of Southern Dairies.

James T. Gibson has been appointed production superintendent of the Atlanta plant. Lonnie H. Lester is the new plant superintendent at the Asheville, North Carolina plant. He has been with Southern Dairies since 1934.





BULK SALES? GREAT-

we've turned our "drystop" into a little gold mine with our Helmco-Lacy Fountainette!

The boss and I wouldn't think of trying to operate without our Fountainette. Since we installed it last year we've more than doubled our bulk ice cream volume—and pleased our customers, too. They like the extra menu items we are able to prepare—from the walking sundaes to the extra special ice cream desserts.

Take a tip from the boss—he says you can pay for your Fountainette out of the profits from the extra sales volume in a couple of months if you use it to merchandise—better look into it today.

Write today for details on the Fountainette, Fudge and Food Warmers, Hot Cups, the Minit Bun Bar B-Q Bar and other profit making Helmco-Lacy fountain and restaurant accessories.

Helmco-Lucy

1215 Fullerton Avenue, Chicago, Illinois







CREAMERY PACKAGE executives J. L. Brazee, E. B. Lehrack, and G. E. Wallis (left to right) figured in the firm's recent personnel shifts. Mr. Brazee now is Director of Sales, Mr. Lehrack is President and General Manager, and Mr. Wallis is chairman of the Board and Chief Executive Officer of the dairy equipment concern.

SCHMIDT CHANGES ANNOUNCED

Election of Richard Schmidt to the newly created position of Chairman of the board has been announced by directors of the Schmidt Lithograph Company, San Francisco. Voted to succeed him as President is Carl R. Schmidt, formerly Vice President and General Manager.

The new President will continue to be General Manager. Vice presidents now are Otto A. Schoning, who was reelected, and George D. Taylor, who is also company Treasurer. Continuing as Secretary is Morton Schmidt, now also Assistant Treasurer; while Lorenz Schmidt has been elected Assistant Secretary.

These changes, the directors stated, were made to accommodate to the growth of the eighty-year-old firm, now one of the world's largest and most diversified lithograph operations, and will not affect its management or policies.



- Amazing new sales records by plants who have switched to Sugarnut Chocolate Ribbon! Write for our ribbon techniques that insure profitable yield and attractive, appetizing Chocolate Ribbon Ice Cream.
- Use the comparison test on the finished Chocolate Ribbon Ice Cream. Prove to yourself that Sugarnut always is thriftier and better.



BROWN AND GUNDELL ELECTED

Election of Col. Edward F. Brown and Glenn Gundell as Vice Presidents of National Dairy Products Corporation, was announced last month by L. A. Van Bomel, President, following a meeting of the Board of Directors.

Colonel Brown has been assistant to the President since 1946. He was formerly Executive Vice President of the Milk Industry Council.

Mr. Gundell is director of advertising and sales promotion for National Dairy. Prior to taking that position, he was advertising and promotion manager of the Saturday Evening Post.

ANHEUSER-BUSCH APPOINTS NEWMAN



Anheuser-Busch, Inc., St. Louis, Missouri, has announced the appointment of Dick Newman as Refrigerated Cabinet Division district sales manager for the states of Minnesota, North and South Dakota, Iowa and Nebraska. Eau Claire, Wisconsin, will also be in his territory.

DICK NEWMAN Formerly with the Frigidaire
Sales Corporation, Mr. Newman will make his headquarters
in Dexter. Minnesota.

HERSHFIELD FORMS OWN COMPANY

Herbert Hershfield, for the last four years ice cream production manager for Challenge Creamery, Los Angeles, California, has resigned in order to establish the Rancho Ice Cream Company in Downey. Wholesale routes will be added soon to his retail store operation, it was learned. Ed. Hatherley, Challenge plant superintendent in San Francisco, has succeeded Mr. Hershfield, and in turn has been succeeded by Victor Baglio, formerly connected with Marin Dell.

DANIEL W. BADGER DIES

Daniel W. Badger, founder of the Badger Farms Creamery of Portsmouth, New Hampshire, died late last month.

Mr. Badger was associated with the milk and ice cream industry all of his life. He began his milk business in 1877 and started manufacturing ice cream in 1920.

Business News

CAPITOL FIRM RE-ORGANIZED

Harry Garrett and Harry Scher have purchased controlling interests in the Capitol Ice Cream Company, Woodbridge, New Jersey. They are now the sole owners. Mr. Garrett is President and Mr. Scher is Secretary-Treasurer.

CARRIGAN'S DAIRY SOLD

Carrigan's Niagara Diary, Niagara Falls, New York, has been purchased by the Dairymen's League Cooperative Association. Personnel and production will remain the same, it was announced.

Charles E. Carrigan, who died in 1943, purchased the then twenty-five-year-old dairy in 1928 and merged it with his own business under the name of Carrigan's Niagara Dairy. It has been operated since 1943 by the trustees of the Carrigan estate.

ARDEN SALES UP, PROFIT DOWN

Total sales achieved in 1951 by Arden Farms Company, with headquarters in Los Angeles, California, reached a record high of \$130,000,000, an increase of thirty per cent over 1950, according to the annual report to stockholders released last month. Net profits, however, decreased from \$1,711,005 in 1950 to \$1,315,986 last year. Fourteen per cent of Arden's sales last year were in ice cream.

BETTAR FIRM BOUGHT BY ABBOTTS

Louis Carliner, President of the Bettar Ice Cream Company, with plants in Baltimore, Maryland, and Washington, D. C., has confirmed the sale of his firm to Abbotts Dairies, Inc., Philadelphia.

It is understood that Abbotts plans to convert the Washington, D. C. branch of Bettar into a distributing center for the Jane Logan and Abbotts brands. The Bettar brand will be dropped, it was learned. The Baltimore plant will be used by Abbotts as a manufacturing branch.

Introduction of the two Abbotts' brands in the Washington market was announced in large newspaper advertisements on March 21. The ads pointed out that "Jane Logan DeLuxe or Abbotts Ice Cream will be available at stores where Bettar Ice Cream is sold."

Copy urged consumers to "tell your dealer about these famous treats—ask him to serve them. They satisfy the taste of the most discriminating ice cream lover!"

Mr. Carliner announced also that he plans to retire from active participation in the ice cream business.

NEW STORE FOR FRANKLIN

Franklin Ice Cream Company opened its twelfth retail ice cream store in Toledo on March 14, and marked the occasion by sponsoring a storewide ice cream and candy sale. Typical bargain prices included half-gallons for seventy-five cents each, pints for twenty-five cents each, and a quarter-pound box of candy for fifteen cents. The sale was held March 14 and 15.

BILTMORE DAIRY ADDS TO PLANT

Biltmore Dairy Farms, Charlotte, North Carolina, recently completed a \$200,000 addition to its ice cream plant. Expanded business and the need for increased production capacity were responsible for the construction.

ARMEL BUYS PLANT, ADDS NEW BRAND

Armel Ice Cream Company has purchased an ice cream plant at 532 Craven Avenue, Bronx, New York, and will manufacture ice cream for the first time in its twenty-year history. A subsidiary firm, Oak Point Dairies, Inc., has been established at the new plant. Former owner of the plant is the Martha Washington Ice Cream Corporation, which moved recently to a new plant at 1376 Garrison Avenue, also in the Bronx.

BASTIAN-BLESSING ISSUES REPORT

The annual report of the Bastian-Blessing Company, Chicago soda fountain manufacturer, indicates that 1951 earnings amounted to \$2,122,011.83 or \$11.56 per share on common stock. Sales in 1951 dropped slightly, but profit decreased by 34.5 per cent. This was attributed to "higher taxes, higher wages, higher cost of raw materials, frozen prices, and Government restrictions on our civilian use of metals. . ."



LOOK OVER THESE PLUS FEATURES

- Ultra Light weight All-Aluminum structure throughout.
- · Rugged construction for longer life.
- · Custom Built to meet specific needs.
- Designed for maximum ease of loading and unloading.

All these and many more outstanding features are yours with our Custom Built All-Aluminum refrigerated bodies. Let us quote on your requirements.

Pioneers in All-Aluminum Structure

BARRY & BAILY CO

2421 NO. 27 ST., PHILADELPHIA, PA.

FAMILY CONTINUES FATHER'S BUSINESS



If one active eleven-year-old has anything to say about the future, the name of Tom Welch will long be associated with the ice cream industry! Son of the late Tom Welch, originator of the formula for "B-M" flavoring powder, used in the making of butter pecan ice cream, Tommy, along with his sister and mother (see photo, above), enjoys traveling thousands of miles each year keeping the personal touch in the business which has been under the guidance and name of Mary Welch since the death in 1947 of her husband.

While young Tommy's sister, Michael Irene, twelve, likes to travel around the country and be with Mom as much as her brother, her interest in the ice cream industry follows a slightly different pattern. She would rather see the Mary Welch Specialties firm in Chicago manufacturing ice cream rather than producing ice cream flavors! To her classmates

in school, young Miss Welch is the original, number one, eighteen-karat booster for ice cream!

KELVINATOR DISPLAYS 1952 LINE

Nash-Kelvinator Coporation's Kelvinator Division has been sponsoring a series of meetings across the country in which the 1952 line of ice cream cabinets has been introduced.

One of the most interest-compelling presentations was made recently in New York City's Hotel Park Sheraton. More than 200 ice cream manufacturers and other trade folks in the New York area attended. The showing was supervised by Lowell Collins, local manager for Kelvinator, and attended by H. C. "Patt" Patterson, Don Carter, and Jack Gage, all of Kelvinator's Detroit headquarters.



Typical of the equipment displayed at these meetings is the nine-cubic-foot frozen food and ice cream merchandising cabinet with "showcase front" shown in the above photo.

Mr. Patterson, commercial sales manager, said the new cabinet size increases to three the number of similar models in the Kelvinator line. Others are the six-cubic-foot KM-6, and the twelve-cubic-foot KM-12. Showcase fronts are available as accessories on both the KM-12 and the new KM-9.

The fronts are illuminated glass panels in a stainless steel frame, which may be used to display dummy ice cream or frozen food cartons.

"The showcase fronts offer glass-front cabinet benefits at low cost," Mr. Patterson said. "The foods stored within the cabinet are maintained at proper temperatures economically, because the cabinet front remains insulated. Yet every item displayed is visible through clear, mist-free glass."

The new KM-9 is forty-three inches long, thirty and fiveeighths inches wide, and fifty-three and a half inches high to the top of the illuminated back-panel. It will store 296 average-size packages of frozen foods, or up to 360 pints of ice cream.

Kelvinator's most recent ice cream industry meetings were held in Los Angeles and San Francisco. The two west coast meetings were the last in a series of seventy-two held from coast to coast by Kelvinator ice cream cabinet field representatives during the past two months. Total attendance exceeded 2,000.



ASKS END OF PRICE CONTROLS

The Dairy Industry Committee has filed with the Senate Banking and Currency Committee a statement indicating its opposition to extension of the price control law as it relates to dairy products beyond June 30, the expiration date of the law. Member associations of the dairy organization include the International Association of Ice Cream Manufacturers, the American Butter Institute, the National Creameries Association, the National Creese Institute, the American Dry Milk Institute, the Evaporated Milk Association, and the Milk Industry Foundation.

HAWAIIAN VENDING FIRM PROSPERS

Stubby Parker of Drumstick, Inc., Fort Worth, Texas, and Mrs. Parker have just returned from a visit with ice cream manufacturers and distributors on all the major islands of the Hawaiian Islands. Mr. Parker's company franchises the ice cream novelties "Frozen Drumsticks" and "Mr. Big."

"After first-hand inspections of ice cream manufacturing and merchandising out there it's clear to see why the Islands lead in ice cream gallonage consumption on a per capita basis," Mr. Parker commented. "Take the case of the K & W Distributing Company."

Mr. Parker was referring to a comparative newcomer to the Hawaiian ice cream industry. K & W is owned by two young men from the mainland, George King and Frank Wiseman. Mr. King, a graduate of Washington State Colege in dairy products manufacturing, formerly was associated with Arden Farms and the Carnation Company of Seattle. He once was assistant production manager for Service Cold Storage Company, Ltd., and is now production manager for Mellow-Gold Ltd., of Honolulu. Mr. Wiseman formerly was associated with Coca Cola as export promotional representative and is a former sales manager for Service Cold Storage and Mellow-Gold.



K & W operates with a fleet of sixteen refrigerated trucks; each driver is an independent ice cream dealer (see photo, above). The firm distributes ice cream products from several manufacturers, in order to have the widest assortment of items. All the major Islands are covered by K & W. "And when the musical chimes of those sleek, white trucks sound, Islanders flock to them," says Mr. Parker.

K & W buys its "Frozen Drumsticks" and "Mr. Bigs" from Mellow-Gold Ltd., of Honolulu. Formerly known as Super Ice Cream Company, the concern was founded in 1936 by Sedato Morifuji and was operated by him as a farming business until last year when it was incorporated for \$100,000 under territorial law.

Easy-Dip **HOME USE ICE** CREAM SCOOP (Non-Breakable Plastic) FOR THE 1952 SALES PROMOTION PROGRAM INEX-PENSIVE DISHER TO HELP SELL ICE CREAM Of the 29,000,000 home refrigerators and deep freezers sold since 1946. 15.000.000 have special ice cream compartments which make

15,000,000 new bulk ice cream buyers, who need

15,000,000 home-use ice cream dishers.

THERE IS NEED FOR A GOOD HOME-USE ICE CREAM DISHER. HERE IT IS.

The Lloyd Disher, metal model, has been tested and proven by 12 years of commercial service. The design lends itself perfectly to plastic construction. Here is a non-breakable, economy model, at a price for ½ gallon tie-in and combination sales. It is sturdily built for fountain use, too.

It is No. 24 size. The colors are red and yellow in combination. The cost for a dozen is no more than for two metal dishers.

SPECIAL SAMPLE OFFER

Mail \$1.00 in currency or money order and receive, postpaid, two EASY-DIP DISHERS or one dozen for \$5.00

Write for quantity prices.

THE LLOYD DISHER CO.

Decatur

Illinois



MULTIMIXER 3 SPINDLE



Brand new Multimixer-3, the perfect answer no malter how many mixers or mixer stations you need. Years ahead in revolutionary design, in exclusive features, in trouble-free performance...yet, costs only slightly more than 2 single mixers. Like the popular Multimixer-5 Spindle, it has the most dependable, most expensive mixer motor made... NO BRUSHSE, NO COMMUTATOR to cause trouble. Makes better-blended, better-tasting light, medium or extra heavy drinks—one to three at a time. By far your best buy for many years to come.

COLORS: green, black, ivory, cola-red PRICE: \$93.87, f.o.b. Sterling, Illinois (with stainless steel tray base \$5.00 add.)

PRINCE CASTLE Sales Division, Inc. La Salle-Wacker Bldg., Chicage, Illineis

RICHMAN FIRM HOLDS OPEN HOUSE

Richman Ice Cream Company, Sharptown, New Jersey, held an open house reception for dealers, their families and staffs at the plant on March 26. Brief talks, plant tours, movies, and entertainment were highlights of the affair.

TELL CITY CREAMERY SELLS OUT

The Tell City Creamery Company of Tell City, Indiana, has sold its ice cream and butter business to the Ideal Pure Milk Company, Evansville. Tell City Creamery will continue in the ice business.

MARATHON AD CAMPAIGN PLANNED

Marathon Corporation will conduct the biggest trade paper advertising campaign in its history in 1952. When a survey made by an independent organization confirmed the company's belief that the trade paper field is a highly important one for a manufacturer of food packaging materials, Marathon scheduled 185 two-color advertisements in twenty-six publications in the food and packaging fields for its current fiscal year.

The advertisements will run regularly between now and November, more than twenty appearances a month.

"Too often trade advertising, important though it is, is

given little attention and becomes the Cinderella of the advertising schedule," Advertising Manager Owen E. Lyons of the Marathon Corporation said. "This is definitely not true of this campaign which has been given very thorough attention by our agency and by the advertising department." (Needham, Louis and Brorby, Inc., Chicago, is the company's agency.)

Because the survey revealed that trade paper readership is most complete and most effective among the people who actually oprate a business, Marathon is confident that its story will reach the plant superintendents, the purchasing agents, the laboratory technicians, the sales managers, the packaging specialists, the wrapping room foremen and all others in positions which are responsible for the day-to-day operation of the packaging section of the food industry.

AIRLINE FOODS APPOINTS AGENCY

The Harry B. Cohen Advertising Company, Inc., New York, has been appointed the agency for Airline Foods Corporation of Linden, New Jersey, for their products Henri Sauces, Sundaettes, Sparkoffee and Airline Prune Juice, it was announced recently by Milton Jennings, Executive Vice President.

The agency's first project was an extensive advertising and merchandising campaign for the Lenten season, using newspapers, radio and television along with trade publications. The campaign was keyed to Lenten food recipes using Airline products. The advertising campaign was supported by an extensive point-of-sale drive.



OFFICIAL 1952 June Dairy Month poster is shown above. Organized activity in behalf of this year's promotion is well underway in all parts of the country, according to C. R. Schoby, Chairman of the 1952 June Dairy Month Sponsor Committee.

SALESMEN VIEW 1952 CABINETS

At a special sales meeting held recently at the Smith House, Boston, Cherry-Burrell Corporation executives and salesmen were shown the Schaefer ice cream cabinet line for 1952. George Jutras, New England representative for Schaefer, previewed the new cabinets.

Among the new items covered was the new Model 4-P plastic superstructure with a transparent lid, designed for the Schaefer Model 4-CD ice cream cabinet. An appropriate trade name now is being chosen from those entered in a "Name the Super" contest, in which Schaefer is offering one of its eight cubic foot Pak-A-Way home freezers to the ice cream manufacturer or employee who submits the best name.

Mr. Jutras introduced also a new shelf-type, merchandising superstructure which is now optional on the Schaefer glass front cabinets. In addition to a back-lighted, full-color, transparent ice cream picture, the shelf-type superstructure has lighted shelves for the merchandising of toppings, nuts, wafers, cones and other related items.



In attendance at the meeting were (left to right in above photograph): sitting, William Hincley, George Jutras, P. R. Ziegler, Robert Corthell, K. J. Dorracq, and C. H. Preston. Second row: C. B. Delano, Raymond Campbell, Richard March, S. A. Washburn, Angus Shipley, and Mort Perry. Third row: C. F. Loveday, John McMorrow, Paul Mich, Carl Christenson, F. R. Crane, and Charles Simpson.

FOOD CARTON MAKERS REPORT

Manufacturers of special food cartons and paper pails last month advised the National Production Authority, U. S. Department of Commerce, that they will be able to produce enough of these items to satisfy all demands in 1952.

All 1951 demands for special food cartons and paper pails were met, they said. The 1952 demand is expected to approximate the 1951 level or possibly go five to ten per cent below.

The industry makes paper board containers for packaging butter, shortening, bakery products, ice cream, frozen foods and dozens of similar food items.

LAND O'LAKES ACQUIRES BRIDGEMAN FIRM

Bridgeman Creameries, Inc., Minneapolis, Minnesota, has been acquired by Land O'Lakes Creameries, Inc., of the same city. Land O'Lakes, a cooperative dairy enterprise, will operate the Bridgeman concern as a division.

Bigg

BING CROSBY ice cream franchise program has been developed by the American Ice Cream Merchandising Council. Indianapolis, and Bing Crosby Enterprises. Shown above, discussing the package design for Bing Crosby ice cream, are (left to right) R. M. Cronin, Keller-Crescent Company: Bert McCammon of the Council; Everett Crosby, representing Bing Crosby Enterprises: Don Kauffeld Council General Manager; and Charles Brown, Crosby Enterprises.

TROOPS ENIOY DAIRY PRODUCTS

Dairy Industry Society, International recently has made public a report indicating the military use of dairy products in the Far East. Ice cream issues each month to soldiers in Japan amount to 4.8 pints; on Okinawa, 7.5 pints; on Guam, 6.8 pints; and in the Philippines, 6.8 pints. In Korea, soldiers receive one issue per week of ice cream and two in summer. Plans are being formulated to increase the Korean summer issue to three.



SUGGESTIONS FOR NUT USE LISTED

The Chas. A. Peterson Company, nut importers and manufacturers, recently issued the following statement concerning the use of buttered almonds and pecans in ice cream:

"Sandiness often develops from moisture absorption when nuts are used in ice cream at room temperature. Buttered almonds and buttered pecans, or any nuts that have been roasted, by the nature of their processing, tend to eliminate and minimize the absorption of moisture from the mix. A safe procedure is to pour the mix (cooled to 35°) into the freezer, add the flavor and color (if desired) and run until the full volume is reached. Then add buttered almonds or buttered pecans which have been cooled in your cooler (they will not freeze), but have been brought up to a temperature so that they will be free running. Then run just long enough to distribute the nut segments. If you add nuts to your mix too early, it will tend to break down to air cells, resulting in lost volume and a grainy texture.

"Some of the smaller plants actually draw the cream and hand spread the nutmeats as it is being drawn, shaking down the can every so often, and then immediately placing the

finished products in the cooler.

"When nuts are received from your source of supply, place them in your cooler immediately. With the high percentage of butter and fat in the nuts, they will not freeze. But of course butter will become solid, and you may have to break them up or take them out of the cooler a little in advance so that they can be easily spread."

JORDON UNVEILS PROMOTION PLANS

In a welcoming address to the recent 1952 factory sales convention of the Jordon Refrigerator Company, Frank Fogel, President, informed the field sales organization that recent additions to manufacturing facilities will permit the surpassing of all previous production records notwithstanding serious curtailments in raw materials.

The Jord-O-Matic ceiling mounted blower coil was introduced at the meeting. This new cooling system for reach-in refrigerators, wall display cases and other models is designed and engineered as an integral part of the refrigerator

design.

Among the new models introduced was a four and a half foot sliding door wall case. This is a multi-purpose refrigerator for the display and storage of a wide variety of

products.

Alfred Levin, advertising and sales promotion manager, in reviewing general advertising plans, emphasized the importance being put on dealer level advertising and the establishment of a program to "help the dealer sell. This will mean that every member of the field sales organization will have to become in part an advertising man for his dealers in order that factory-prepared advertising material may get the best possible use." Wherever necessary and possible, there will also be localized sales promotion programs tailored to the dealer's individual needs.

The 1952 expanded Jordon advertising program calls for an increased schedule in trade publications and the use of additional trade papers and magazines. Included in the 1952 program are new catalogs and direct mail pieces for general

Mr. Fogel announced that John Mack had been made



assistant Sales Director, Miss Bernice Goodman, Sales Coordinator, and that Sol Raefsky would assume the duties of Administrative Control between manufacturing and sales denaturents.

Pictured at the sales convention were (left to right, sitting): Forrest Grimes, John Steveline, Samuel J. Michael, Theodore I. Gruber, President Frank Fogel, Vice President Harry Fogel, Miss Bernice Goodman, James A. Bertha, and Alfred Levin. Standing: Leighton Medill, Thomas Binder, A. F. Gordon, John E. Mack, Joseph W. Wiley, Frank Adkins, Robert Todd, William J. Wawrzonek, John Licinnit, John Ott, Samuel Chernoff, Joseph DiTullio, Solomon Raefsky, Joseph Miller, Eric Thormann, Norman Roossin, Anthony Pernicello, Sidney Kleiman, and Harold Binder.

ENGLISH ICE CREAM SHOW HELD

Ice cream history was made in Great Britain this year when for the first time a national exhibition devoted solely to ice cream was held. Previously ice cream makers and supply houses attended the annual dairy show, but complained that they were the "poor relations" in an exhibition primarily designed for dairymen, cattle-breeders, and farmers.

Even the organizers were surprised by the success of this First National Ice Cream Exhibition, held in Manchester. Attendance was good, display standards were high, and some

good business was reported.



Competitions for ice cream making attracted large entries. Four out of the six winners in the horizontal and vertical freezer classes had used Young's Spa gelatine stabilizer in their prize-winning recipes, it was reported.

A photo of the B. Young and Company, Ltd. booth at

the show is seen above.

DIXIE CUP'S SALES INCREASE

Sales of Dixie Cup Company in 1951 were \$34,779,904, an increase of nineteen per cent over 1950 and fifty per cent over 1949. Consolidated net income was \$2,715,875, or \$3.56 per share on the 762,322 common shares outstanding at the year-end. This compares with 1950 earnings of \$2,914,554, equal to \$3.82 per share on comparable shares.

In the company's annual report, President Cecil F. Dawson reports the recent lease of a new plant in Anaheim, California, with an option to purchase, to complement its manufacturing and distribution program. Operations there are to commence during 1952. He also reports large additions to the plants in Pennsylvania, Arkansas and Canada.

STANDARD FRUIT HOLDS SALES MEETING



The annual early Spring sales conference of Standard Fruit Product Company opened recently at Cincinnati with enthusiasm because President Joe Kniffin reported that sales were ahead of 1951's. The conference was diversified with sessions on products at the Gibson Hotel and at the plant, and demonstrations of Sugarnut flavors and fruits at ice cream plants in Cincinnati. In the photo above is a part of the Sugarnut sales group. Those seated reading clockwise, are: Lyle Barnes, Lou Gutterman, George Haas, Charles Keveney, Joe Kniffin, George L. Service, Jim Lockhart, George Nelson, Bill Cleary, Julius Hummel, Frank H. Payne, Sr., and George Nelson. Those standing, left to right, are: George Paetznick, R. E. Ford, Albert W. Risch, Carl Heydman, Jack Carmichael, and Jim Welch.

HALF-GALLON PROMOTED IN NEW YORK

The Borden Company and its affiliated ice cream concerns, Reid's and Horton's, last month launched a merchandising campaign in the New York Metropolitan area designed to increase the sale of half-gallon containers of ice cream. Newspaper and point-of-sale advertisements informed consumers that they would receive twenty-five cents if they tried the half-gallon carton produced by one of these manufacturers. The consumer was required to mail the front (price) panel of the carton directly to the ice cream manufacturer in order to obtain his refund. In most outlets, the retail price of the half-gallon was \$1.44.

A spokesman for the Horton concern said that the principal purpose of the promotion was to educate the consumer—to acquaint him with the half-gallon container. Emphasis in advertisements was placed on the fact that a half-gallon equals two full quarts.

GOOD HUMOR ISSUES REPORT

Good Humor Corporation recently issued its report to stockholders for the year 1951. It showed that net profit for last year was \$230,964, an increase of \$47,007 over the previous twelve-month period.

Joseph A. Meehan, President of the concern, attributed the inability to show a larger increase to "considerable difficulty in obtaining sufficient personnel."

NEW REPRESENTATIVES FOR FUNSTEN

R. E. Funsten Company, St. Louis, Missouri, has appointed four new representatives to handle the firm's line of bulk shelled pecans, vacuum packed pecans and black walnuts, and papershell pecans. Reilly Atkinson and Company, will cover the Idaho Falls, Idaho area. Two branches of the Burton Company have been named to cover Salt Lake City, Utah and Ogden, Utah.

MARTHA WASHINGTON EXPANDS

Martha Washington Ice Cream Corporation has moved into a new and larger ice cream plant at 1376 Garrison Avenue, the Bronx, New York. The firm expects its new facilities to enable increased production to meet the demand for its products. A spokesman for the company clarified a story which appeared in last month's issue of this magazine by pointing out that only the plant at 532 Craven Avenue, the Bronx, and not the business of the firm had been sold to the Armel Ice Cream Company.



BUSINESS EXECUTIVES SPEAK AT CLINIC

Discussions covering all phases of business management in dairy operation and selling was featured on the program of the 1952 Gundlach Dairy Management Clinic, held March 25 through 27 at the Cincinati Club, Cincinnati, Ohio.

Highlighting the three day sessions were talks by Frigidaire's Mason M. Roberts; Maytag Company's Verne R. Martin; Dr. Leland Spencer, professor of marketing, Cornell University; Bo Alderbert, President, Sunrise Dairies, Hillside, New Jersey; and Bernard Schapker, food store management consultant and O.P.S. advisor.

Gundlach dairy clinics are held every year during March and give dairymen from all sections of the country an opportunity to meet with each other and discuss problems. This year's dairy clinic was particularly pointed to management problems including taxes, financing expansion, control of plant and operation costs and milk supply control.

BORDEN COMPANY ISSUES REPORT

Sales of the Borden Company reached a record high of \$732,056,671 in 1951, a gain of sixteen per cent over 1950 sales of \$631,114,120, but higher taxes cut net income to the lowest level since World War II, Theodore G. Montague, President, revealed in his annual report to stockholders and employees. The increase in sales reflects the higher prices of 1951 and, to a lesser extent, a gain in the company's over-all sales volume, he said.

Borden's ice cream sales were up for the second successive year and are expected to improve further in 1952, Mr. Mon-

tague reported. He said a noticeable new trend is in the number of food markets, particularly super markets, handling packaged ice creams.

FEBRUARY ICE CREAM PRODUCTION SOARS

Production of ice cream in the United States, estimated at 39,180,000 gallons in February, was twenty per cent larger than the February output last year and was thirteen per cent above the five-year, 1946-1950, average for the month, the Bureau of Agricultural Economics reports.

This was the second largest production on record for February. Compared with the January production on a calendar month basis, the February output advanced three per cent seasonally and on an average daily basis it gained ten per cent. Mild weather, especially during the first two-thirds of February, prevailed in most of the country.

In the first two months of 1952, estimated production of ice cream totaled 77,095,000 gallons, a gain of fifteen per cent from the production of the corresponding months of 1951. The butterfat content of ice cream in February averaged 11.6 per cent, compared with 11.8 per cent in January and 11.7 per cent in February a year ago.

Sherbet production in the United States during February, estimated at 1,150,000 gallons, was forty-six per cent above February 1951 and was 113 per cent more than the 1946-50 February average. Between January and February, output rose sixteen per cent, compared with a ten-per cent loss last year and an average gain of nine per cent between these months in the five-year period, 1946-50.

SCHMIDT MOVES NEW YORK OFFICES

Schmidt Lithograph Company, San Francisco, has announced that the eastern sales and service offices of the company have been moved to new and larger quarters, at 45th Street and Fifth Avenue, New York. The eastern office is under the management of Charles W. Bowen.

Carl Schmidt, President of the company, said that the move was made necessary by additions to the company's eastern staff during the past few years. "Our business originating along the Atlantic seaboard has grown tremendously," said Mr. Schmidt. "To keep pace, we have been adding personnel to serve these customers and as a result had outgrown our old offices. Our new location will provide the increased facilities we need to maintain our high standards of service to our eastern customers."

NATIONAL DAIRY SALES IN BILLIONS

National Dairy Products Corporation sales for 1951 passed the billion dollar mark for the first time in the company's history, L. A. Van Bomel, President, announced in the annual report distributed last month to stockholders.

"The total tonnage of products we sold also climbed to a new record high," Mr. Van Bomel said. "Our earnings before income taxes were up. We increased our dividend to stockholders. We paid more in added wages and benefits to employees, and our payments to farmers and other suppliers increased."

MOENCH APPOINTS REPRESENTATIVE

R. G. Moench & Co., Inc., New York City, has appointed Hobart J. Thurber Company, 666 Lake Shore Drive, Chicago, as exclusive representative in the Chicago area.



Pail coating made with chocolate liquor for the finest tasting bars . . . adds sales and profits.



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HOOTON
"COATSWELL"
MADE WITH COCOA BASE

HOOTON CHOCOLATE
COMPANY

NEWARK 7, N. J.

CHERRY-BURRELL SELLS ENGLISH COMPANY

John G. Cherry, President of the Cherry-Burrell Corporation, dairy and food machinery manufacturers, announced recently the sale of the business, assets and liabilities of Cherry-Burrell Limited, London, England, to the Securities Agency Limited, London.

English manufacturing plants, inventories and certain patent rights were included in the sale. A new company to be organized by the purchaser will have the right, for two years, to the term "Successor to Cherry-Burrell Limited."

Mr. Cherry indicated that it had become increasingly difficult to properly aid in the management of the English company, and that the time taken by management for the purpose could be more profitably spent on other corporation

EVERFROST CONSTRUCTION STARTED

Construction of a new factory for the manufacture of Everfrost soda fountains, drink dispensing and carbonating equipment has been announced by Anderson and Wagner, Inc. The new plant, located on a six-and-one-half acre industrial site in south Los Angeles, California, will be ready for occupancy about May 1.

In making the announcement, Fred Wagner, President of Anderson and Wagner, Inc., explained that despite two additions in recent years to the present factory, the demand for Everfrost equipment has made new and larger facilities necessary. The new building will be completely modern in design and of all steel, brick and concrete construction, with offices located on the ground and second floors at the front of the building.

FEDERAL HEARINGS CONTINUE

The Government hearings to establish uniform standards for ice cream and related foods resumed on March 24 after a brief recess. Recent sessions have been devoted to the subject of toxicity of surface-active agents. Witnesses have included representatives of the Atlas Powder Company, Rutgers University, and the University of Pennsylvania. At the March 24 session, Dr. H. E. Robinson, Swift and Company, was cross-examined on his previous testimony.

After another brief recess, the hearings were scheduled to reconvene in Washington, D. C., on April 7.

STERWIN CHEMICALS NAMES REVORD

John A. Revord has been named to fill the newly-created post of district manager of the Chicago office of Sterwin Chemicals, Inc., it was announced last month by P. Val. Kolb, President.

Mr. Revord has been associated with the company since 1943 as a sales representative covering the midwestern states. In his new capacity, he will supervise sales activities of Sterwin's products in North and South Dakota, Minnesota, Wisconsin, Michigan and parts of Indiana, Ohio, Illinois, Iowa and Nebraska.

Mr. Revord's office is in the Chicago headquarters building of Sterling Drug, Inc., of which Sterwin is a subsidiary, at 445 Lake Shore Drive.

WEIL HEADS FUND DRIVE DIVISION

Murray Weil, June Dairy Products, Inc., and Herbert Daitch of Daitch and Dubin are serving as chairman and vice chairman respectively of the Dairy Products Division of the 1952 Joint Defense Appeal campaign, it was announced by M. M. Zimmerman, food industry chairman for JDA.

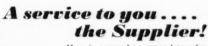
The drive, which will culminate in a dinner of the entire food industry in honor of Francis L. Whitmarsh, president of Francis H. Leggett and Company, on April 29 at the Hotel Astor, is being conducted in support of the current national campaign of the JDA for \$5,000,000 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, for promoting human rights and combatting prejudice.

FROZEN FOODS CONCLAVE SCHEDULED

The Conrad Hilton Hotel in Chicago has been chosen as the site of the 1953 National Frozen Foods Convention, according to C. L. Snavely, Chairman of the 1953 Convention Committee. Mr. Snavely, newly elected President of the National Association of Frozen Food Packers, stated that the 1953 convention is scheduled for the first week in March.

RESEARCH GROUP TO CONVENE

The Research and Development Associates, Food and Container Institute, will hold its fifth annual meeting April 15 to 17 at the Palmer House, Chicago. Three hundred leaders of science, industry, and the armed forces will meet to survey the year's progress and future objectives in the effort to improve the qualities and types of food and containers for the armed forces.





DAIRY CREDIT BUREAU

Write

1740 Greenleaf Ave., Chicago 26, Illinois



All-Purpose Stabilizer

Check for yourself the exceptional results that you can obtain by adding CP SherVel to your mix. Plant tests have shown that you can reduce whipping and freezing time.

And . . . you get a superiorbodied ice cream with a delightfully smooth texture that retains its quality longer in the

cabinet.

THE Creamory Probage MFG. COMPANY 1243 W. Washington Blvd. . Chicago 7, Illinois

ROBERT ROSENBAUM RECUPERATING

Robert Rosenbaum, Treasurer of David Michael and Company, vanilla manufacturers, is recuperating after an operation on March 24 for the removal of a kidney. Mr. Rosenbaum, a past President of Dairy Industries Supply Association, was injured recently while visiting Michael's plantation in Puerto Rico. The operation took place in Philadelphia's Jeanes Hospital.

ARDEN FARMS CASE IN COURT

Court proceedings began March 18 in the suit brought by fifteen ice cream manufacturers against Arden Farms Company for allegedly violating the California Cartwright Act and other trade laws. The plaintiffs offered testimony also to support their claim that Arden's recent Diced Cream newspaper advertisement "built public suspicion against bulk on the basis of sanitation," but presiding Judge Leon R. Yankwich in the Los Angeles United States Federal Court declared that "this ad simply builds public acceptance of a new packaging technique . . . does not discourage ice cream sales in general."

McKENZIE: "HIGHER TAXES CUT PROFITS"

Sales revenue of Creameries of America, Inc., Los Angeles, increased in 1951, but the higher tax rate reduced the profit margin for the year, President G. S. McKenzie reported last month in his annual letter to shareholders. Sales for the year ended December 31, 1951, amounted to \$44,368,887, an increase of \$5,676,090 over the preceding year. Mr. Mc-

Net income in 1951, after Federal income and excess profits taxes, was \$837,301, equal to \$1.29 a share on the 650,000 shares of common stock outstanding. This compared with 1950 earnings of \$901,021, equal to \$1.38 a common share. In pointing out that there would have been "a gratifying rise in net income" in 1951 if tax rates had remained constant,

Kenzie attributed this gain to increased purchasing power generated by the national mobilization program.

in net income" in 1951 if tax rates had remained constant, Mr. McKenzie said that the taxes of \$1,528,151 paid during the year amounted to \$2.35 a share, compared with \$1,148,832, or \$1.77 a share paid in 1950.

ALPHA AROMATICS MOVES

Alpha Aromatics, Inc., flavor manufacturer, has announced the removal of its offices and plant to larger quarters at 592 Gates Avenue, Brooklyn, New York. The telephone number there is GLenmore 5-9522.

PREDICTS "NORMAL" MAPLE CROP

E. R. Boylan, President of Cary Maple Sugar Company, Inc., St. Johnsbury, Vermont, has predicted a "normal or near normal crop of abnormally high quality maple syrup" for 1952. The prediction was contained in the firm's first crop report of the year.

300 ATTEND ADA MEETING

A nationwide campaign designed to increase public appreciation and acceptance of dairy foods in order to protect the industry's markets is moving into high gear following the thirteenth annual meeting last month of the American Dairy Association in Chicago.

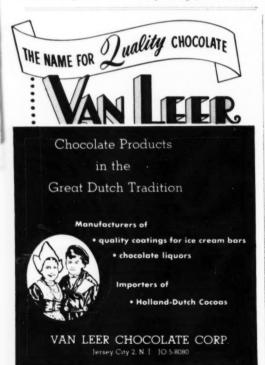
More than 300 delegates at the dairy rally and membership session outlined an intensified program of advertising, merchandising, research and publicity designed to spread the gospel of dairy food goodness and to accelerate selling action at the retail level.

The meeting, in keying the advertising campaign to current problems, adopted the slogan "You Never Outgrow Your Need for Milk" and spearheaded a buy-more-butter campaign with the words "Naturally, Butter is Better."

Magazine and newspaper advertising, express posters and car cards, menu and recipe food page service and related food merchandising events will carry the campaign to the buying public.

A new sales project featuring non-fat dry milk solids was announced at the meeting. It was revealed that the American Dry Milk Institute is preparing a new color sound slide film entitled "Cooking With Non-Fat Dry Milk Solids." The film will be presented for the first time at a meeting of the Institute at the Edgewater Beach Hotel on April 17. Aimed at the consumer level, it will be available for widespread distribution to schools, home demonstration leaders, home economists and libraries. It is believed to be the first slide film keyed to promoting the use of non-fat dry milk solids as a cooking ingredient in the home.

The thirteenth annual meeting closed with the election of officers. President Schoby and Vice President Warnick are serving the second year of two-year terms; George F. White, Homer, Louisiana, was reelected Secretary; William J. Murphy, Bismarck, North Dakota, was elected Treasurer and Harold M. Stanley, Skaneateles, New York, was chosen Assistant Secretary and Treasurer.



NESTLE FIRMS ANNOUNCE MERGER

The corporate merger of Nestle's Chocolate Company, Inc. of New York City and the Nestle Company, Inc. of Colorado Springs took place on April 1. These two organizations were merged into a single company known as the Nestle Company. Inc.

The headquarters of the merged company will be located in White Plains, New York, where the company has leased two office buildings, one at Main and William Streets, which will be the main office, and the other at 14 Mamaroneck Avenue.

Work has already been begun on redecorating and altering the two buildings so that they will be ready for occupancy in June. At that time the Colorado company and the New York company will move to White Plains with their staffs. It is planned to maintain a New York City sales office at 155 East 44 Street, but the offices at 60 Hudson Street, where the chocolate company has been for eighteen years, will be discontinued.

The officers of the merged company are as follows: Chairman of the Board: D. F. Norton; Honorary Chairman: W. K. Wallbridge; Vice Chairman of the Board and Chairman of the Executive Committee: C. C. Day; President: H. J. Wolflisberg; Vice Presidents: G. M. Loeffler (Operations), H. K. Philips (Sales), L. A. De Bow (Administration), and J. C. Sluder, (Manufacturing).

Donald Cady will be General Advertising and Merchandising Manager, John Fairgrieve, Sales Manager, and T. F. Corrigan, Chocolate Bulk Sales Manager.

This merger brings together into one company all of the food products sold in the United States under the Nestle name.

W. R. BOYER IS DEAD

Nestle's Chocolate Company's Bulk Chocolate and Coating and Cocoa Midwest representative, W. R. Boyer, forty-seven years old, died on March 24.

Mr. Boyer joined Lamont, Corliss and Company in 1934 as a general line salesman working out of Denver, Colorado. Later he was made Territory Manager. In 1947 he was transferred to the Bulk Sales Department with headquarters in Minneapolis. His territory covered Wisconsin, Minnesota, North and South Dakota, Oklahoma, Arkansas, Iowa.

The funeral took place in Peoria, Illinois on March 27. He is survived by his wife, Mrs. D. Boyer.

W. D. SCHWENGER PROMOTED

The recent promotion of W. D. (Don) Schwenger as manager of Clinton Foods' San Francisco office has been announced by H. A. Bendixen, Vice President and General Sales Manager of the Corn Processing Division. In this capacity, Mr. Schwenger will have charge of the sale of Clinton's varied corn products in the San Francisco Bay area, and in adjoining territory.

Walter F. Jackson will continue as General Sales Manager of the Western Division and the appointment of Mr. Schwenger will enable Mr. Jackson to devote more time to other territories in the Division, Mr. Bendixen said.

Mr. Schwenger was with Matson Navigation during the last war, later worked for Castle and Cook, Ltd., and then was purchasing agent for Lyons-Magnus before coming with Clinton Foods in March, 1950.

West Coast offices for the Corn Processing Division are at 1 South Park, San Francisco 7.

WILBUR-SUCHARD NAMES REPRESENTATIVE

Wilbur-Suchard Chocolate Company, Inc. has announced that the Becker Brokerage Company will act as representatives for the sale of Wilbur-Suchard bulk goods in the St. Louis area, beginning immediately.

Officials of the brokerage company are Albert P. Becker and his son, Albert P. Becker, Jr. Mr. Becker, senior, has been in the food brokerage business for the past twenty-five years. His son joined the concern several years ago, after his return from service with the U. S. Air Force.

The Becker Brokerage Company has offices at 406 Market Street, St. Louis, Missouri.

HOFFMAN RETURNS FROM TRIP

Harold A. Hoffman, President of Extrax Company, Brooklyn, New York, creator of supplies and equipment for frozen stick confections, has just returned from an extensive trip through the Southwest and Midwest. Mr. Hoffman attended the annual convention of the Dairy Products Institute of Texas, together with Hugh L. Anderson, the firm's Southwest Sales Manager.

In Chicago, Mr. Hoffman was joined by Bob Springer, Midwest representative for Extrax where a number of accounts were visited. Mr. Hoffman reports that this trip was "successful."

SHOULDER VENDING BOXES



- . Light in Weight
- Insulated throughout with ½" celotex
- · Welded Corners for strength
- Twin Covers for ease in dispensing

Holds ice cream 4 to 6 hours (with dry ice)

DODDS SUPPLY CO. Inc.

ENCE NEW YORK
Write for folder of our NEW Route Carriers

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For Purotizing Fruits, for Ripples, for making Fudge Ripple Sauce, also Sherbets & Ices.

The Standard for Over 25 Years!

BALCH FLAVOR COMPANY (PURO DIVISION)

1309 ADAMS STREET

PITTSBURGH 12, PA

Classified Advertising

FOR SALE

FOR SALE: Vendors—22 Ice Cream Cabinets. Size 33½" x 40½" x 58" with approximately 5 cu. ft. of capacity. Each Cabinet has a Kelvinator Unit—½ H.P. Motor single phase. Used only three months, in good condition. Will fit into a ½ ton panel or pick up truck. They are similar to a Shamrock shipper. Tas-Tee Catering Co., Inc., 7505 Grace Ave., Cleveland, 2, Ohio.

FOR SALE: Vendor—44 Bicycles for vending Ice Cream, used only three months; in good condition. Also a stock of parts and extra wheels. Tas-Tee Catering Co., Inc. 7505 Grace Ave., Cleveland, 2, Ohio.

FOR SALE: Vendor—1 New Shamrock Shipper, which will fit into a panel or pick up truck. Tas-Tee Catering Co., Inc. 7505 Grace Ave., Cleveland, 2, Ohio.

FOR SALE: 2 40-80 gal. Creamery-Package continuous freezers. 1 150 gal. Creamery-Package continuous freezer. 2 Anderson cup filling machines with attachments. 2 stainless steel milk coolers (latest type) 500 gal. and 300 gal. Compressors and booster. 75 twin molds. 75 stainless steel stick holders. Anderson stick machine. Creamery-Package fruit feeder. 24 4-oz. stainless steel molds (new). Call for appointment MElross 5-4867. (510 Southern Boulevard, Bronx, N. Y.)

FOR SALE: Anderson 106 Power Mold Filler with 3 Flavor attachment \$1175. Bagby 2 Flavor Power Filler \$250. M-D Bar and Sucker Machine, cuts, dips and stricks \$500. Anderson 108 Brick Cutter \$135. ICN Single Stick Holders \$12. Twin Stick Holders \$15 and \$20. Bagby D-4 Power Mold Filler \$825. 6 new 1½ oz. center molds \$20 each. Anderson Ripple Syrup Pump for Continuous Freezer \$325. All reconditioned and guaranteed. PAPER-PAK, INC., 567 Michigan Ave., Buffalo 3, N. V.

FOR SALE: 80-gallon continuous Creamery Package Freezer, used about six months. Peterson Ice Cream Co., P. O. Box 691, Tracy, Calif.

FOR SALE: One #106 Anderson Power Mold Filler, used one year. Excellent contition. One Marmon-Herrington ¼ ton truck. Front wheel drive, equipped with freon compressor. Good condition. Reasonable. Maryland Ice Cream Co., Inc., 326-330 S. Eden St., Baltimore 31, Md.

FOR SALE: Ice Cream Truck, 1951, Thrif-T three wheeler—\$550. Used only three months. Call evenings. FLushing 8-4185 (New York).

FOR SALE: 1952 Ford or Chevrolet ½ ton trucks with insulated bodies, use dry ice, cab type. Reasonable. A. Diamond, 177 Ninth St., Jersey City, N. J.

FOR SALE: 1952 1½ ton Ford refrigerated truck, 5 plates, 1½ H.P. Unit. Good Buy. A. Diamond, 177 Ninth St., Jersey City, N. J.

FOR SALE: Nelson ice cream cabinets, eight-hole double, rubber flip lids, 40 gal. S. top, enamel sides, DD-33FLC Universal units. \$258 each F.O.B. N. Y. S. Belasco & Sons, Inc., 191 Chrystie St., New York 2, N. Y. O. 8-2258.

FOR SALE: ½ ton 3 wheel ice cream retail truck, 36 cu. ft., 125 doz. capacity. BARGAIN. Box 426, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelry manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: NOVELTY BOXES—Full Telescope or Automatic Bottoms. 6 Standard sizes—Prompt Shipment—Priced right. Write for sizes and prices. PAPER-PAK, INC., 567 Michigan Ave., Buffalo 3, N.Y.

FOR SALE: Two 40 quart E.T. direct expansion freezers both machines are latest models, in perfect condition—practically new. \$800 for one, \$1500 for both. Reed Ice Cream Stores, 4805 Page, St. Louis, Mo.

FOR SALE: Good selection of Freezers, Homogenizers, Pasteurizors, Coolers, Fillers, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, N. Y. Telephone—MUrray Hill 2-4616.

FOR SALE: Dairy and Ice Cream Plant, doing good business. Wholesale and Retail. Paper and Glass. Gross sales \$70,000 for 1951. Modern Home included. Write Box 436, Ice Cream Field, 19, W. 44th St., New York 36, N. Y.

FOR SALE: Approximately 16 M unimprinted linerless pint cartons (Butler) for sale, \$10 per thousand FOB our plant. Packed 1200 per box. Hey Brothers Ice Cream, 516 Girard, DeKalb, Ill.

FOR SALE: Creamery Package Batch Freezer. 40 quart. No compressor. General Electric 3 HP, 3 phase, 60 cycle, 224-440 V motor. \$300 FOB Chicago. Cremix Company, 251 N. Western. Chicago, Illinois.

FOR SALE: One 40 qt. direct expansion freezer, perfect condition \$600; One Anderson hand operated ice cream filler \$25; about 2000 feet 1½" ammonia coils, flanges and valves. Dyer Creamery, Dyer, Ind.

FOR SALE: 2½-Gal. Taylor Freezer complete with 60-Gal. Hardening Box, 2 H.P. water-cooled compressor, used only two summers. \$1200. Eclipse Food Products Corp., 663 Admiral Street, Providence, Rhode Island.

POSITION WANTED: Plant manager or plant engineer-18 years experience in milk and ice cream plants, know dairy equipment from A to Z, have engineer license. Age 37, married. Best refrecence Box 437, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.





Classified Advertising

HELP WANTED: SALES AGENTS AND REPRESENTATIVES — Openings available in several parts of the country to sell a well-known, nationally advertised insulated bag to ice cream manufacturers and retailers. Excellent opportunity for high calibre men to add a large volume, highly profitable line. Prefer men who know the industry and are now selling other non-competitive lines and able to give our product intensive coverage. Write fully, stating experience, lines handled and territory covered. Box 428, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Salesmen—an AAA-1 old established nationally known food manufacturer wants seasoned salesmen for midwest territories, to call on Ice Cream Manufacturers, Dairies and Soda Fountains with high quality line of Ice Cream Flavors, Fruits and Fountain Supplies. Territory partly established. Car needed. Salary to start \$400 monthly plus traveling expenses. Only replies giving full personal details and past selling experience will be considered. Box 434, Ice Ceean Field, 19 W. 44th Sc., New York 36, N. Y.

HELP WANTED: Ice Cream Mold, Cake and Fancy Man. Must be A-1. Full time. Exclusive Co. in Beverly Hills, Calif. Write stating full experience and salary expected. Box 423, Ics. Caram Field, 19 W. 44th St., New York 36, N. Y. HELP WANTED: Sales representative for Eastern U. S. to live in Western Pennsylvania or Eastern Ohio. Selling Dairy Supply and Equipment. Will be gone from home on some week ends. Must have character of highest type. Prefer young man acquainted with the ice cream and milk business and wants to get ahead. Write complete details about yourself in first letter. Absolutely confidential. Our employees know of this ad. Box 429, Ice CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Positions open for three regional sales representatives to cover South East, North West and Mid West for large nationally known manufacturer of ice cream cabinets and frozen food cabinets. Big opportunity for right men in fully protected areas. Write Box 435, ICE CREAM FIELD, 19 W. 44th St., New York 36. N. Y.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., 1' w York 36, N. Y.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, bc a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bolf face type double regular rates. Add 25c per month for use of box number to cover handling. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 36, N. Y.

WANTED TO BUY: WE BUY, SELL, repair and exchange Anderson Fillers, Cup Machines, Strick Dispensers, Strick Holders and Molds. PAPER-PAK, INC., 567 Michigan Ave., Buffalo 3, N. Y.

WANTED TO BUY: New or used ice cream cabinets, freezers, soda fountains. Also other ref. equipment. Box 947, 1474 Broadway, New York.

WANTED TO BUY: Ice Builder (Sweet Water Cooler). Creamery Package, Buildicet, or other reliable make. Box 433, Ice CREAM FIELD, 19 W. 44th St., New York 36, N. Y.





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Announcing . . . FOIL

SURE-KOLD-

INSULATED BAGS

The Foil is on THE OUTSIDE

- For Greater Cold-Holding Efficiency
- For A More Attractive Appearance

The function of an insulated bag is to contain cold BY REFLECTING HEAT. We have put a layer of pure aluminum foil on the OUTSIDE of the Sure-Kold Bag, because it must be on the outside for maximum heat reflection and insulating efficiency. The sparkling silver color also adds to attractiveness of the bag and reflects the quality of your product. This new bag is easier to pack, easier to close. And because of its compact design, the Sure-Kold saves freight, storage space and handling. For all its many advantages, the Sure-Kold still offers the lowest net cost insulation per pint of ice cream. Remember, the Sure-Kold is much more efficient than any other comparably priced bag, BECAUSÉ THE FOIL IS ON THE OUTSIDE.



Colorful Printing . . .

Your name, trademark and sales message may be custom printed in one or more colors on the sparkling foil.

DISTRIBUTORS and SALES REPRESENTATIVES

Increased demand for Sure-Kold bags has opened several desirable territories. Applications and inquiries invited.

WHITNEY BROS., INC.

OUR 75TH YEAR

34-42 FARNSWORTH STREET

BOSTON 10, MASSACHUSETTS

Pacific Coast: WEST COAST COVERAGE CO., 4204-10 S. Produce Plaza, Los Angeles 58, California

By the makers of Dariloid and Dricoid ...

SHERBELIZER

the sherbet and water ice stabilizer with all these most-wanted advantages:

- ${f 1}_{f *}$ Smooth texture which is retained during long period of storage.
- $2.\,$ Firm and strong body without being gummy, pasty or crumbly.
- 3. Clean tasting with superior flavor release.
- 4. Normal overrun is easily secured.

Free—for your trial tests, just write or call your nearest Kelco divisional office.

check these 2 most-wanted

features:

- 1. Easy to use. Unmatched for cold process mixes.
- Unmatched ability to stabilize frozen fruits which have been freshly thawed to produce finer textured, more completely stabilized fruit ice cream.

Try SHERBELIZER the economical, effective sherbet, water ice,

and thawed fruit stabilizer!

a product of

KELCO

company

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